

CITY COUNCIL AGENDA REPORT

March 21, 2023
Police

TITLE: RECEIVE THE RESULTS OF THE POLICE DEPARTMENT COMMUNITY SURVEY

SUMMARY

The City contracted with Godbe Research to prepare and conduct a survey of the Pleasanton community to measure feelings of safety and trust with the police department. The statistically valid survey was conducted from January 24–31, 2023, by email, text, and telephone. The results demonstrated that city residents have high feelings of safety in the community; trust with the police department is also at a high level. Bryan Godbe, President of Godbe Research, will discuss the results in detail at the meeting.

STAFF RECOMMENDATION

Receive the results of the police department community survey.

FINANCIAL STATEMENT

There is no financial impact associated with receiving the report.

BACKGROUND

Following completion of the Police Department's five-year strategic plan, this survey was conducted with an interest in identifying areas that will further two of the strategic plan goals: one of which is to *Reduce Crime and Increase the Feeling of Safety*, and the other is to *Increase Community Trust*. Godbe Research was selected following a competitive Request for Proposals process, and then worked in partnership with staff to develop a survey instrument to assess community perceptions related to the aforementioned strategic plan goals.

The statistically valid survey was conducted January 24– 1, 2023 using phone, text and email methods in multiple languages. Godbe Research received completed surveys from 818 residents and 127 businesses producing survey results with +/- 3.4 accuracy for residents and +/- 8.43 accuracy for businesses. Additionally, 115 visitors were surveyed to add their perspectives to the input received; however, the accuracy for visitors is unable to be determined given that the total number of visitors to Pleasanton is unknown.

DISCUSSION

City staff worked with Godbe Research to develop a survey instrument to determine public opinion regarding feelings of safety, police department trustworthiness, and department services. Several survey questions from the City's 2021 citizen survey were incorporated to assess how these results compare with those from previous community satisfaction surveys. The survey results are attached as Attachment 1.

The survey was conducted with the following objectives:

- Gauge the public's perceptions of living in Pleasanton, as well as the relative importance of various local issues;
- Gauge feelings of safety in various areas of Pleasanton;
- Gauge satisfaction with the Pleasanton Police Department, as well as fairness, trustworthiness, and accountability;
- Assess the public's preferences for, and participation in, police department community outreach and communication opportunities; and
- Identify any differences in opinion due to demographic characteristics.

Several questions in the survey attempted to identify the community's feelings of safety within Pleasanton as well as Alameda County. Overwhelmingly, 95.4 percent of the respondents felt very safe or somewhat safe in Pleasanton; feelings of safety in Alameda County were rated somewhat less highly at 83 percent. The intensity of feelings of safety was much higher in Pleasanton with over 60 percent stating they feel "very safe."

To identify the level of trust within the community, respondents were asked how to assess the trustworthiness of the police department: 84.2 percent stated the department was trustworthy and 62.1 percent felt Pleasanton police officers treat all

residents fairly regardless of race, ethnicity, national origin, immigration status, or other characteristics.

As staff evaluated the results of the survey several questions were formulated to help guide the department's strategic plan. With extremely high levels of feelings of safety, staff will be focusing on how to maintain high feelings of safety within the community. Opportunities exist to increase the level of trust with the police department as identified by the survey, especially with young people ages 18-29 as 54.3 percent of this demographic felt the department was trustworthy. All other age demographics reported greater than 90 percent trust in the department. Staff will develop strategies to increase trust in the 18–29-year-old demographic. When comparing feelings of safety as well as trustworthiness there were no statistically significant disparities when broken down by ethnicity, gender, or geographical area.

All survey results will be presented to the City Council by Bryan Godbe, President of Godbe Research. The information will be used by staff to help develop action items within the framework of the police department's strategic plan.

Submitted by:



David Swing
Chief of Police

Approved by:



Gerry Beaudin
City Manager

Attachment:

1. 2023 Police Services Survey



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City of Pleasanton: 2023 Police Services Survey

February 2023

Overview and Research Objectives

The City of Pleasanton commissioned Godbe Research to conduct a survey of local residents, visitors, and business owners/leaders with the following research objectives:

- Gauge the public's perceptions of living in Pleasanton, as well as the relative importance of various local issues;
- Gauge feelings of safety in various areas of Pleasanton;
- Gauge satisfaction with the Pleasanton Police Department, as well as fairness, trustworthiness, and accountability;
- Assess the public's preferences for and participation in Police Department community outreach and communication opportunities; and
- Identify any differences in opinion due to demographic characteristics.

Methodology Overview

➤ **Sample Universe:**

- Residents: 62,364 Adults 18+ (2021 American Community Survey)
- Businesses: 2,063 Business License with phone or email contact information in Pleasanton
- Visitors: Voters in Danville, Dublin, Livermore & San Ramon screened for visit to Pleasanton in last 5 years

➤ **Sample Size**

- Residents: n=818
- Businesses: n=127
- Visitors: n=115

➤ **Data Collection Methodology**

Resident

n=15 Landline
n=57 Cell
n=243 Online-text invitation
n=503 Online-email invitation

Business

n=59 Landline
n=32 Cell
n=19 Online-text invitation
n=17 Online-email invitation

Visitor

n=0 Landline
n=0 Cell
n=115 Online-text invitation
n=0 Online-email invitation

➤ **Margin of Error**

- Residents: Adults 18 or older \pm 3.40%
- Businesses: \pm 8.43
- Visitors: n/a (number of visitors not available)

➤ **Interview Dates**

January 24 to February 5, 2023

➤ **Survey Length**

18 minutes

Note: The data have been weighted by respondent gender, age, ethnicity and home ownership to reflect the actual population characteristics of the adult residents in the City of Pleasanton (Based on 2021 ACS (American Community Survey)).



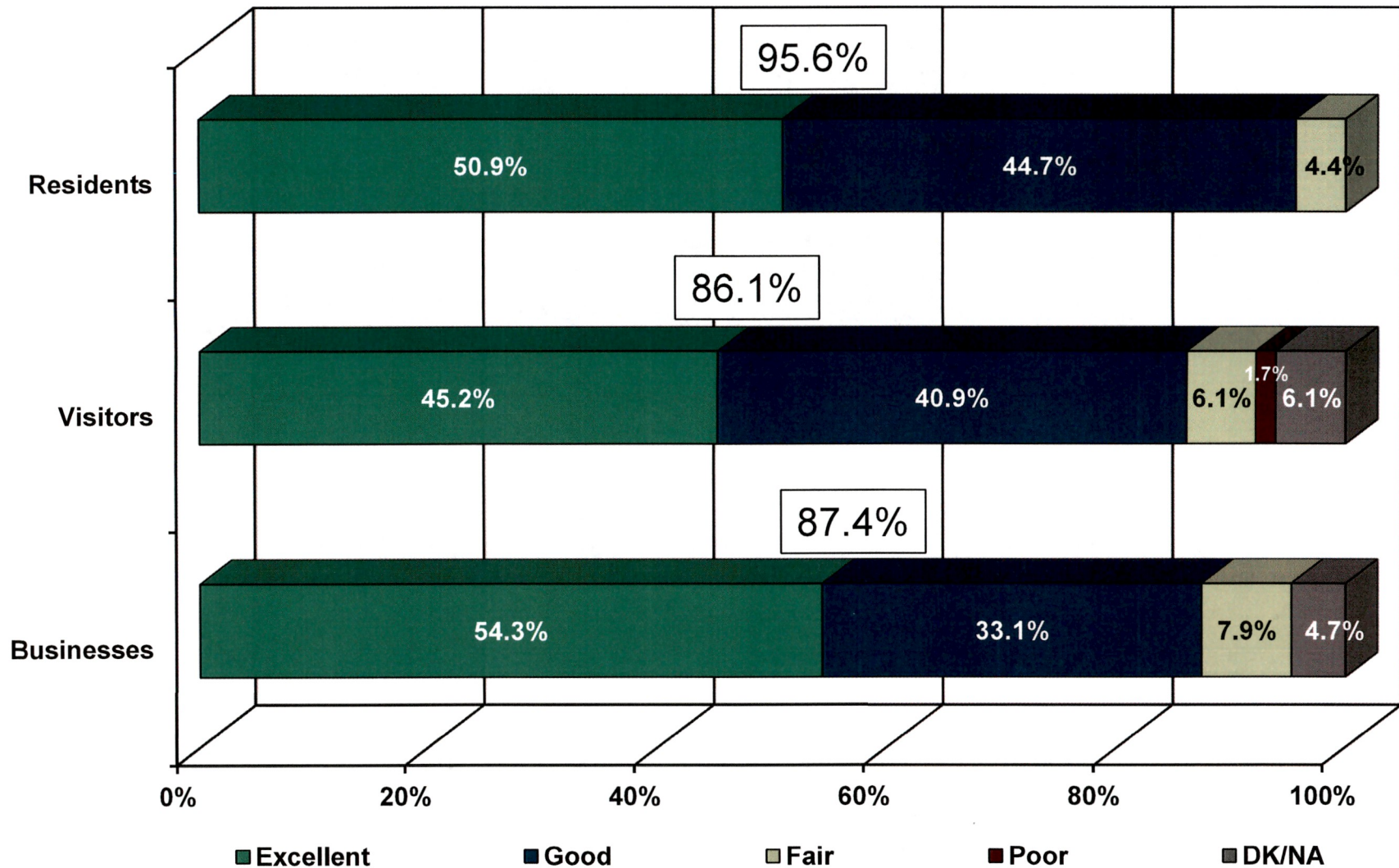
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Key Findings

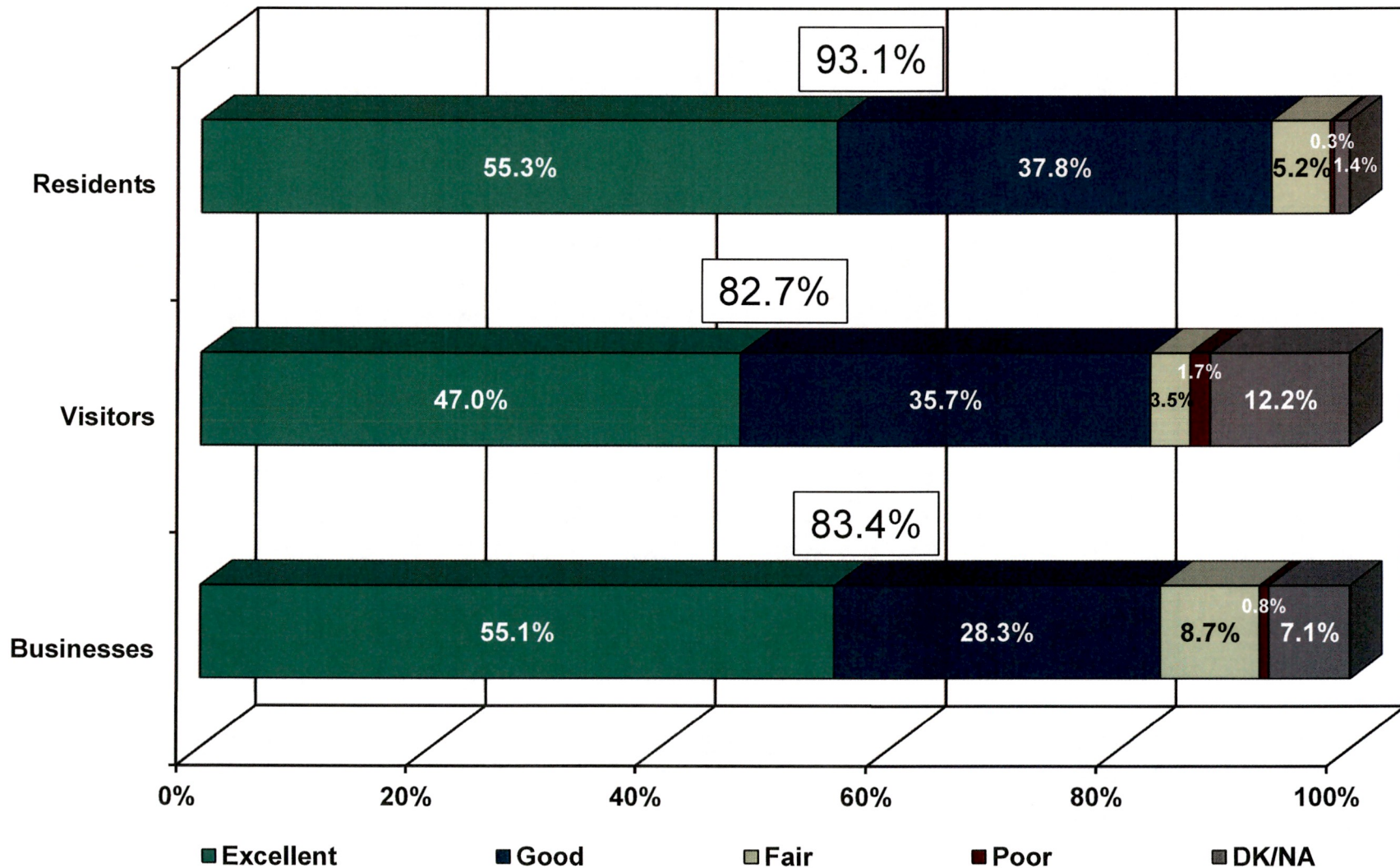
Q1a. Opinion on Pleasanton as a Place to Live

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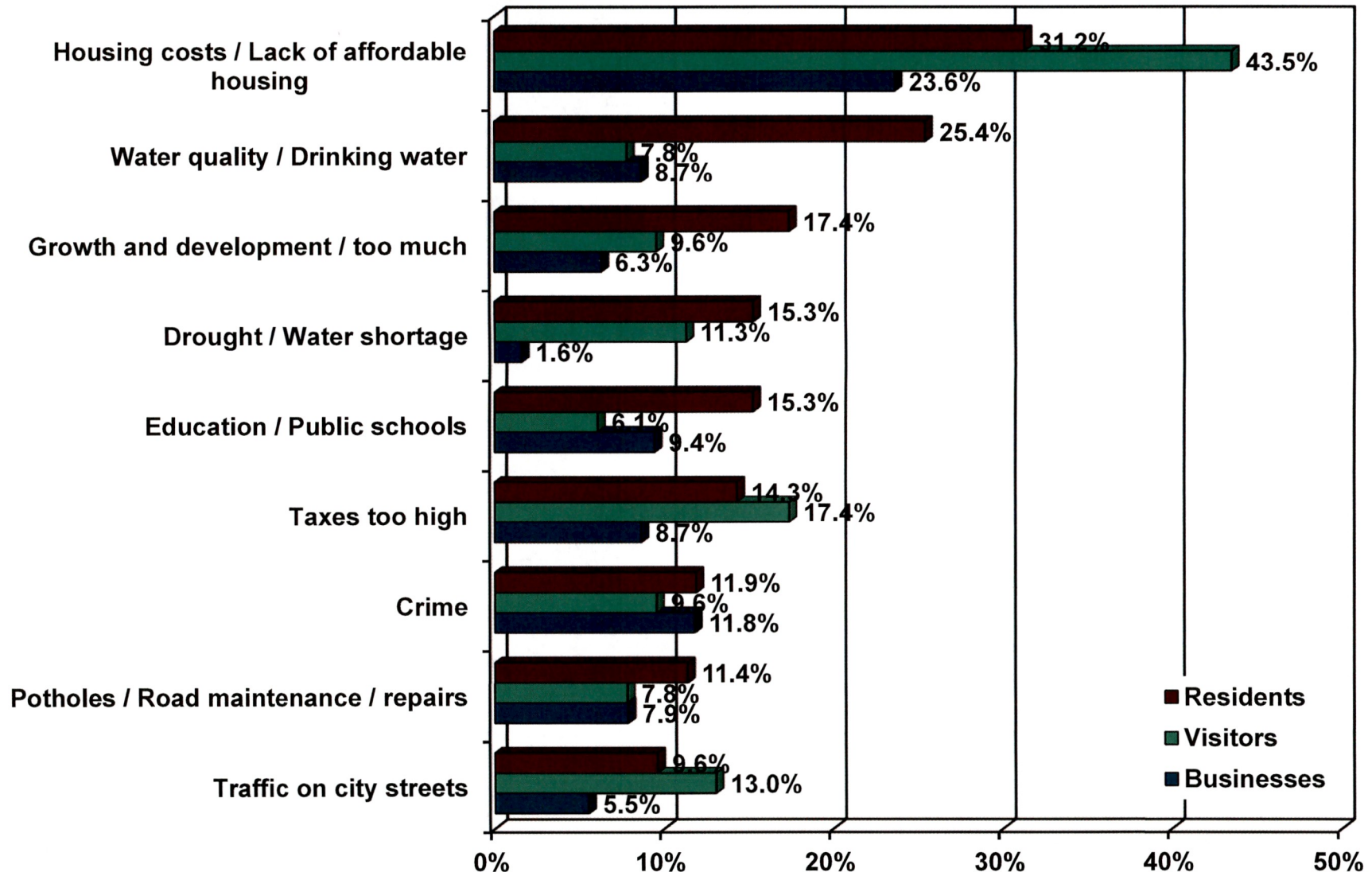
Q1b. Opinion on Pleasanton as a Place to Raise Children

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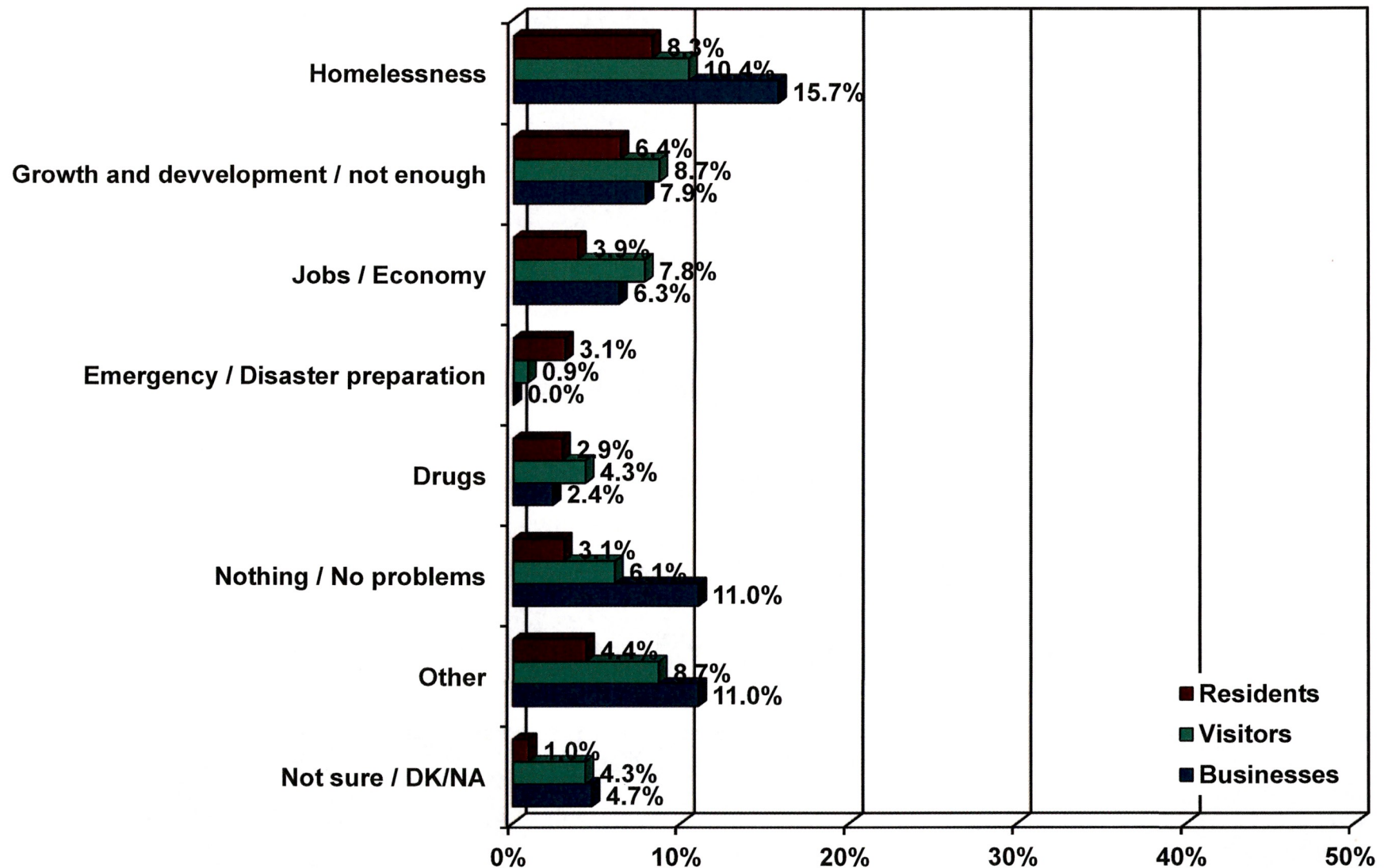
Q2. Most Serious Issues Facing Pleasanton I

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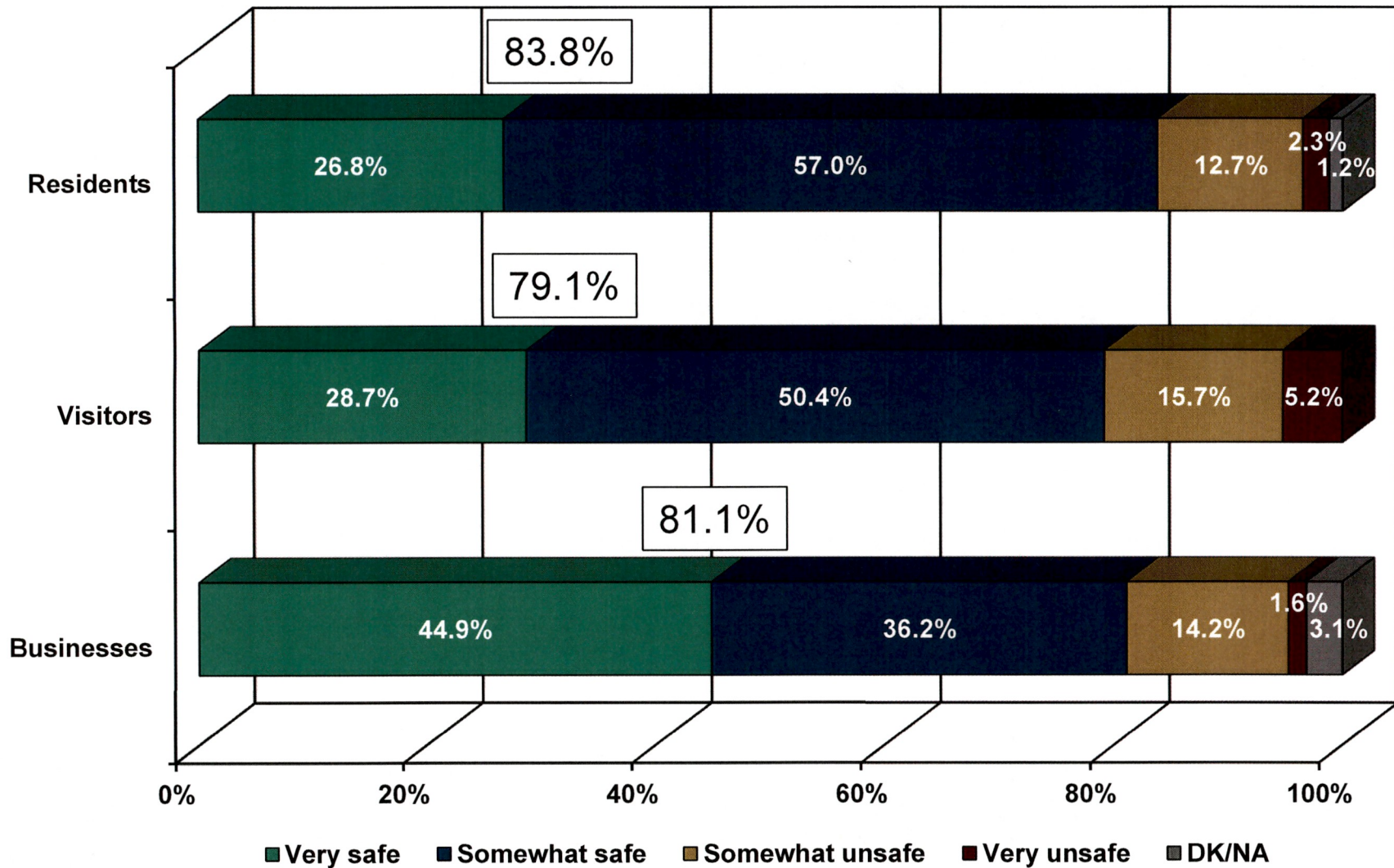
Q2. Most Serious Issues Facing Pleasanton II

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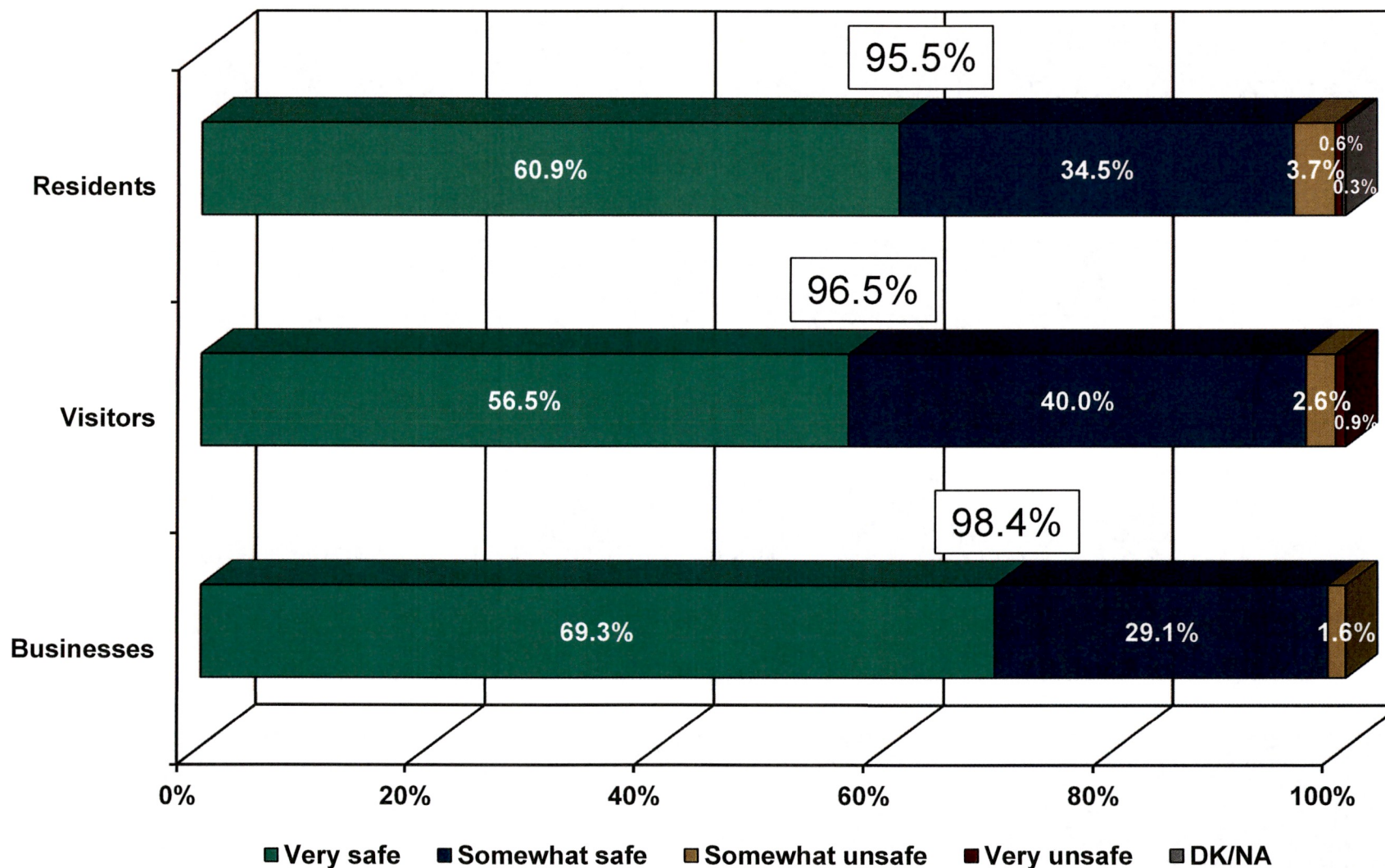
Q3. Feelings of Safety in Alameda County

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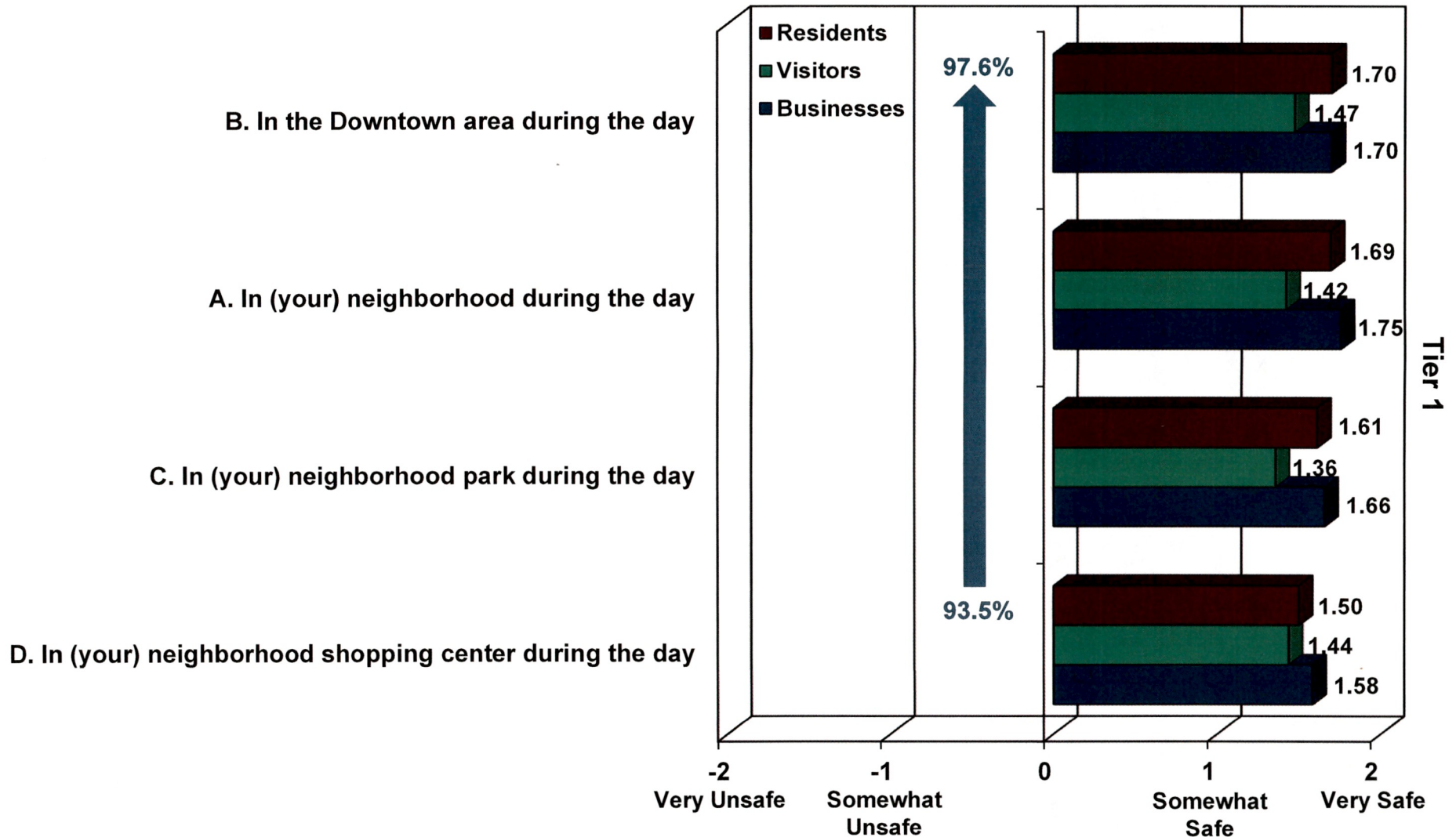
Q4. Feelings of Safety in Pleasanton

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Q5. Perceptions of Safety in Various Areas I

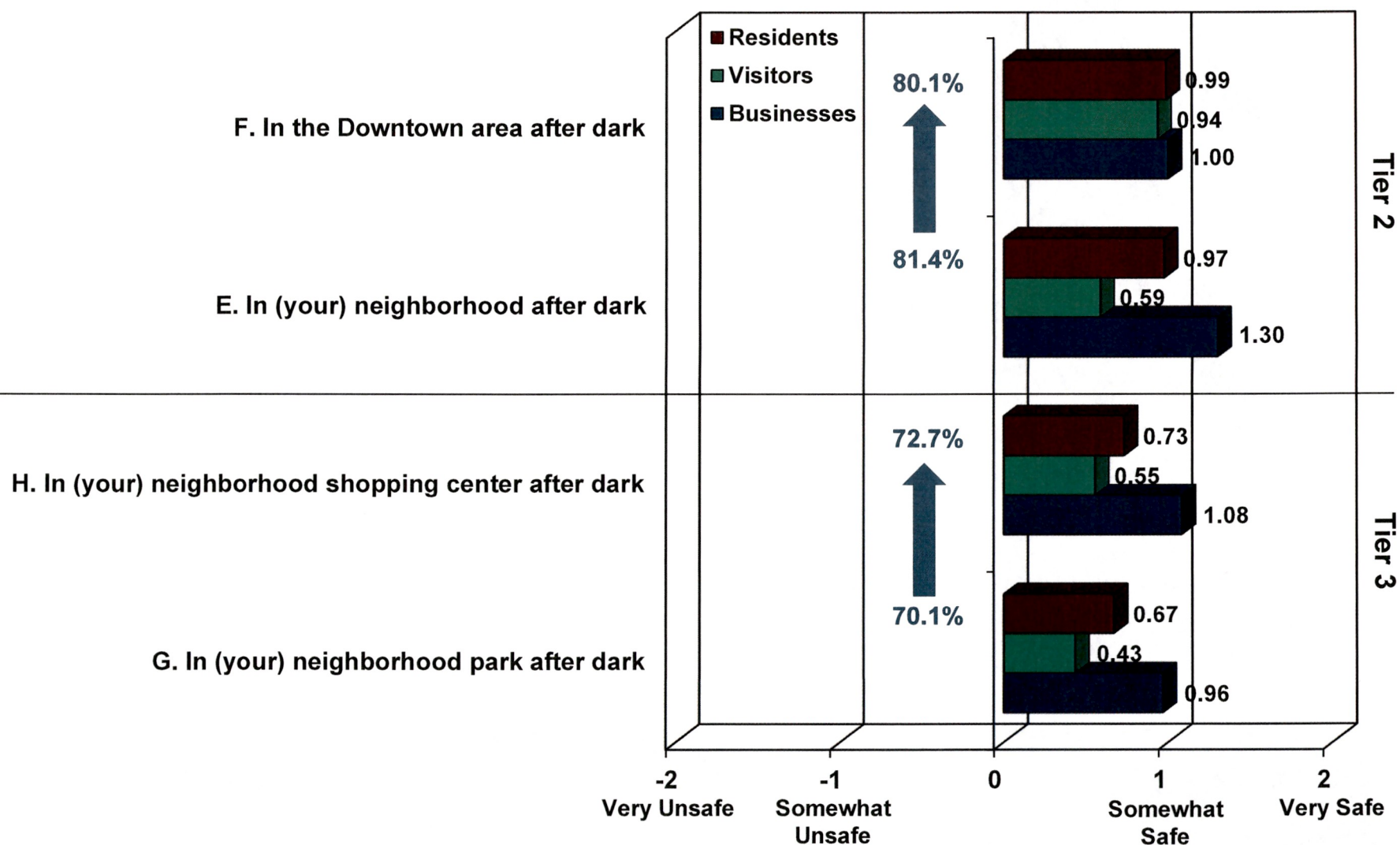
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Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Safe" = +2, "Somewhat Safe" = +1, "Somewhat Unsafe" = -1, and "Very Unsafe" = -2.

Q5. Perceptions of Safety in Various Areas II

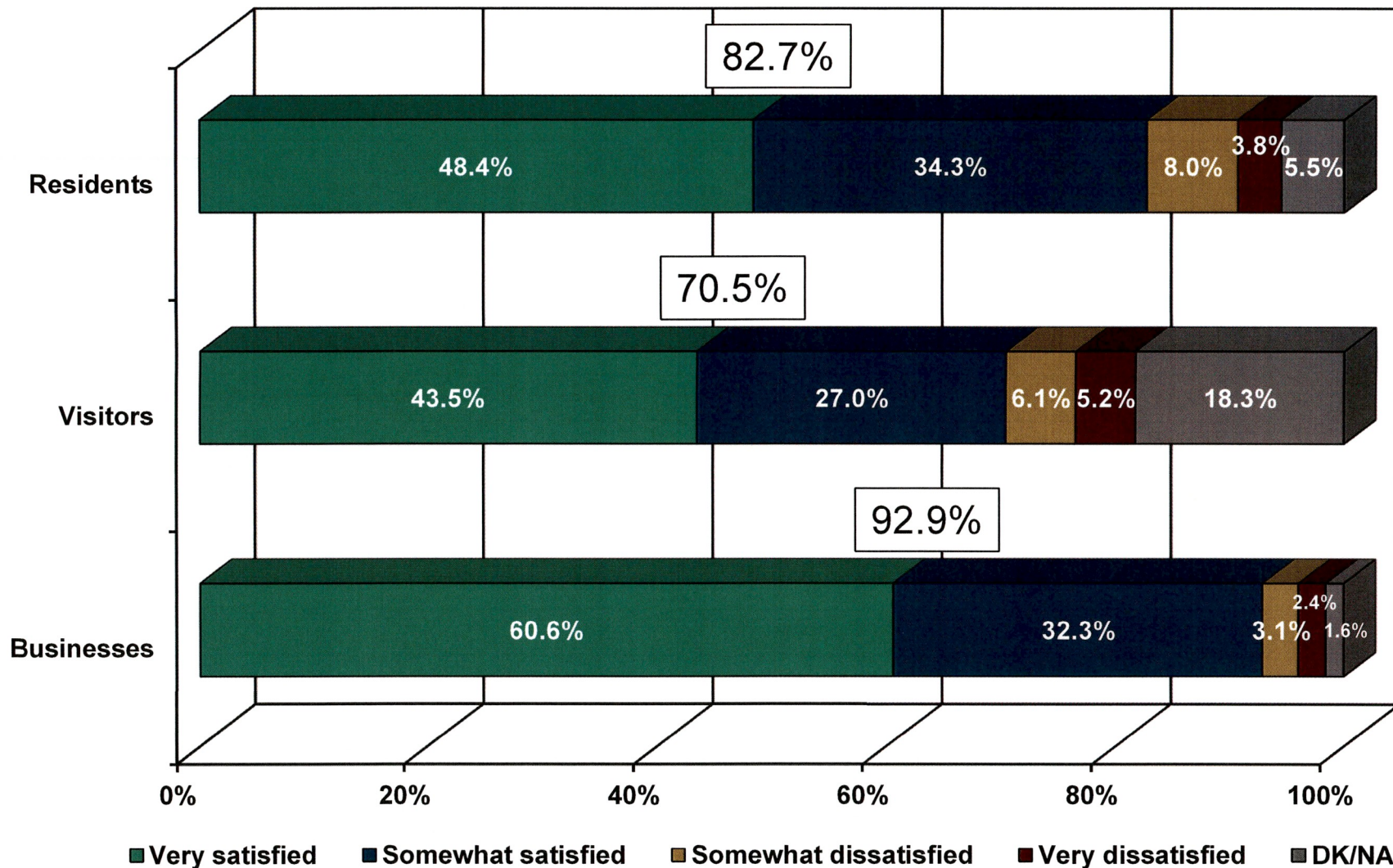
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Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Safe" = +2, "Somewhat Safe" = +1, "Somewhat Unsafe" = -1, and "Very Unsafe" = -2.

Q6. Satisfaction With the Police Department's Job Performance

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Q7. Reasons Cited for Satisfaction With Police Department

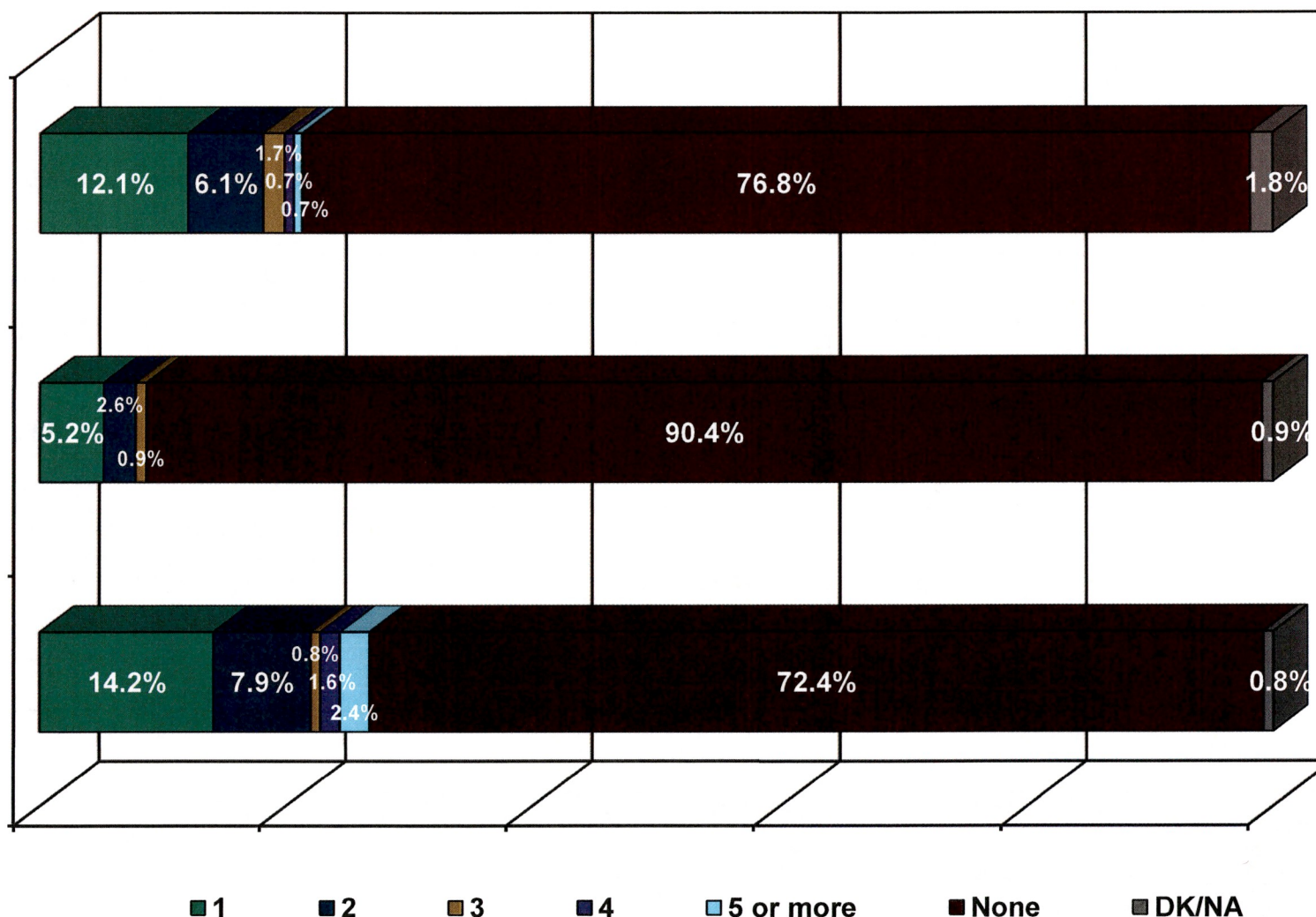
	Residents	Visitors	Businesses
Focused on safety / Protect and serve	12.7%	14.9%	16.0%
Good Attitude / Friendly	12.1%	4.3%	8.8%
Quick response time	11.9%	3.2%	9.6%
Reliable / Trustworthy	11.9%	11.7%	24.8%
See police presence	6.0%	8.5%	8.0%
Low rate of crime	4.4%	5.3%	4.8%
Staff and administration	1.0%	0.0%	0.0%
Improvement - General	0.2%	0.0%	1.6%
Good – General	8.5%	5.3%	16.8%
None	0.7%	2.1%	2.4%
Don't know / Not sure	23.8%	38.3%	8.0%

Q7. Reasons Cited for Dissatisfaction With Police Department

	Residents	Visitors	Businesses
Tolerance of crime / Crime occurring	9.1%	11.7%	9.6%
Reduce traffic congestion	6.1%	3.2%	0.8%
Need more police presence	5.4%	1.1%	1.6%
Too much speeding / Crackdown on speeding	5.3%	1.1%	3.2%
Unclear communication	4.7%	3.2%	0.8%
Poor attitude / Rude	3.6%	3.2%	2.4%
Homeless	2.8%	2.1%	0.8%
Not diverse enough	2.8%	1.1%	1.6%
Mental health	1.3%	0.0%	1.6%
Need to crackdown on drugs	0.5%	0.0%	0.0%
Poor lighting	0.1%	0.0%	0.0%
Bad - General	0.8%	1.1%	0.0%

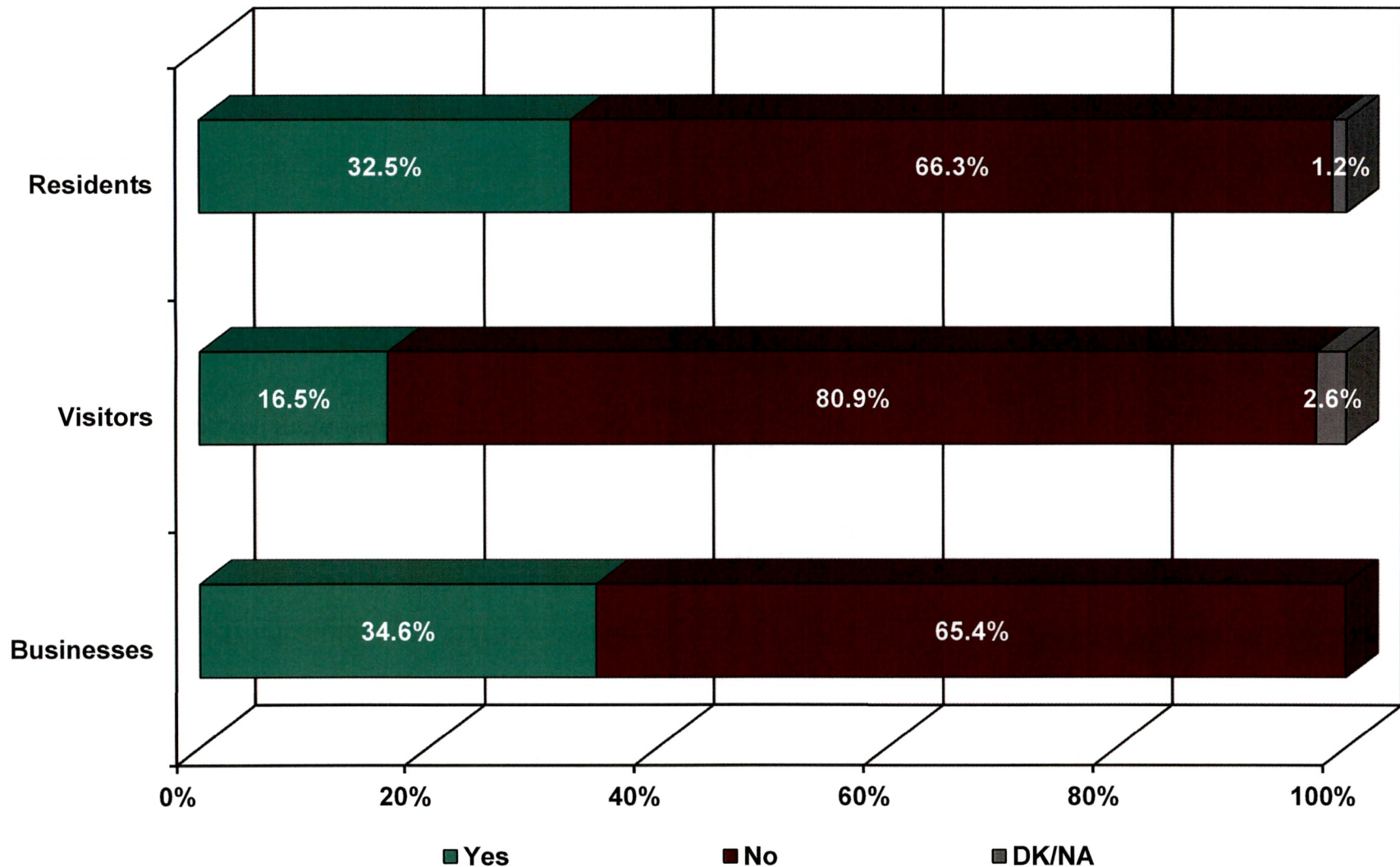
Q8. Number of Times Called Police Department Over Previous 12 Months

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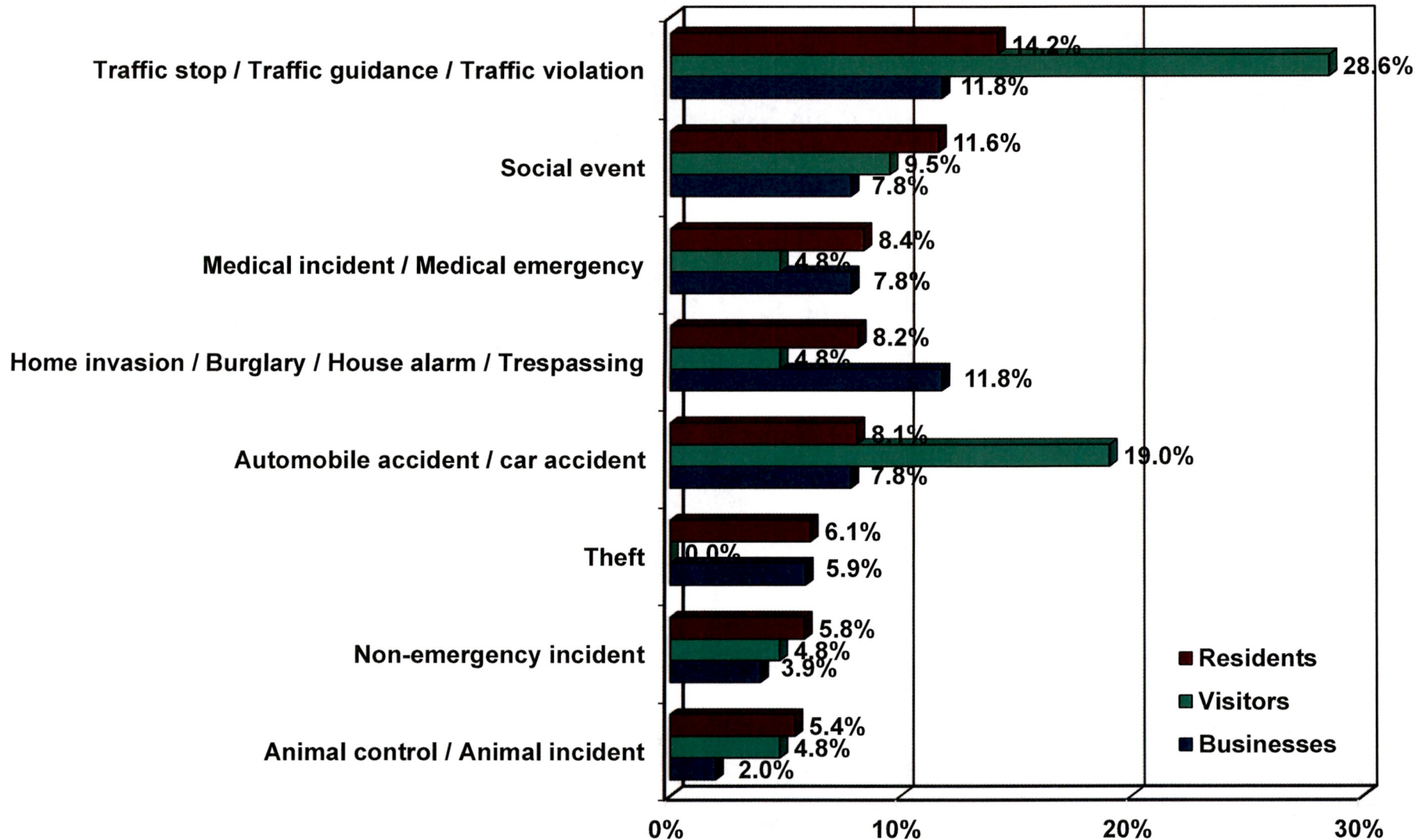
Q9. Interacted With Police Officer, 911 Dispatcher or Police Employee in Previous 12 Months

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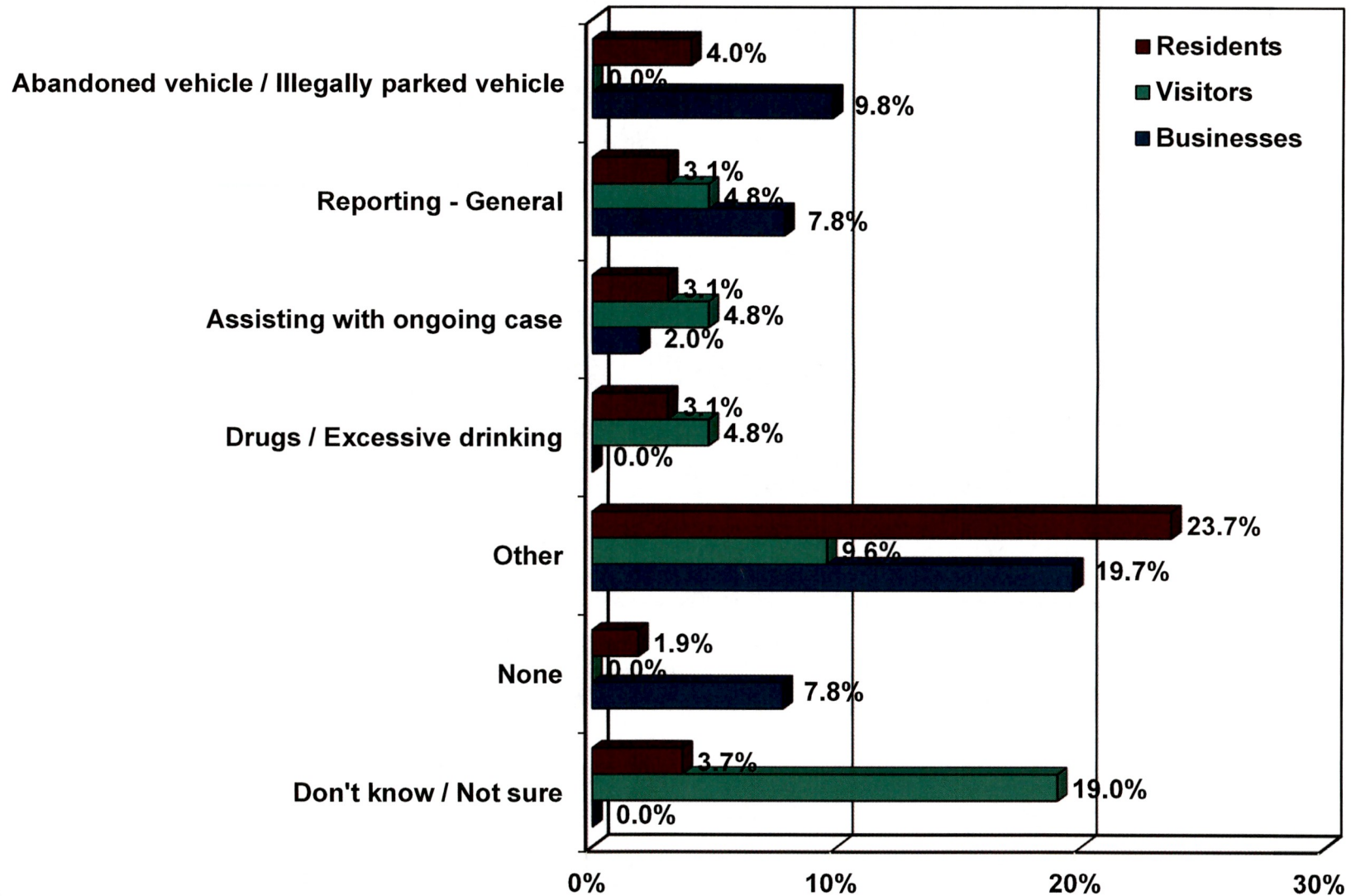
Q10. Reason for Police Department Call or Interaction I

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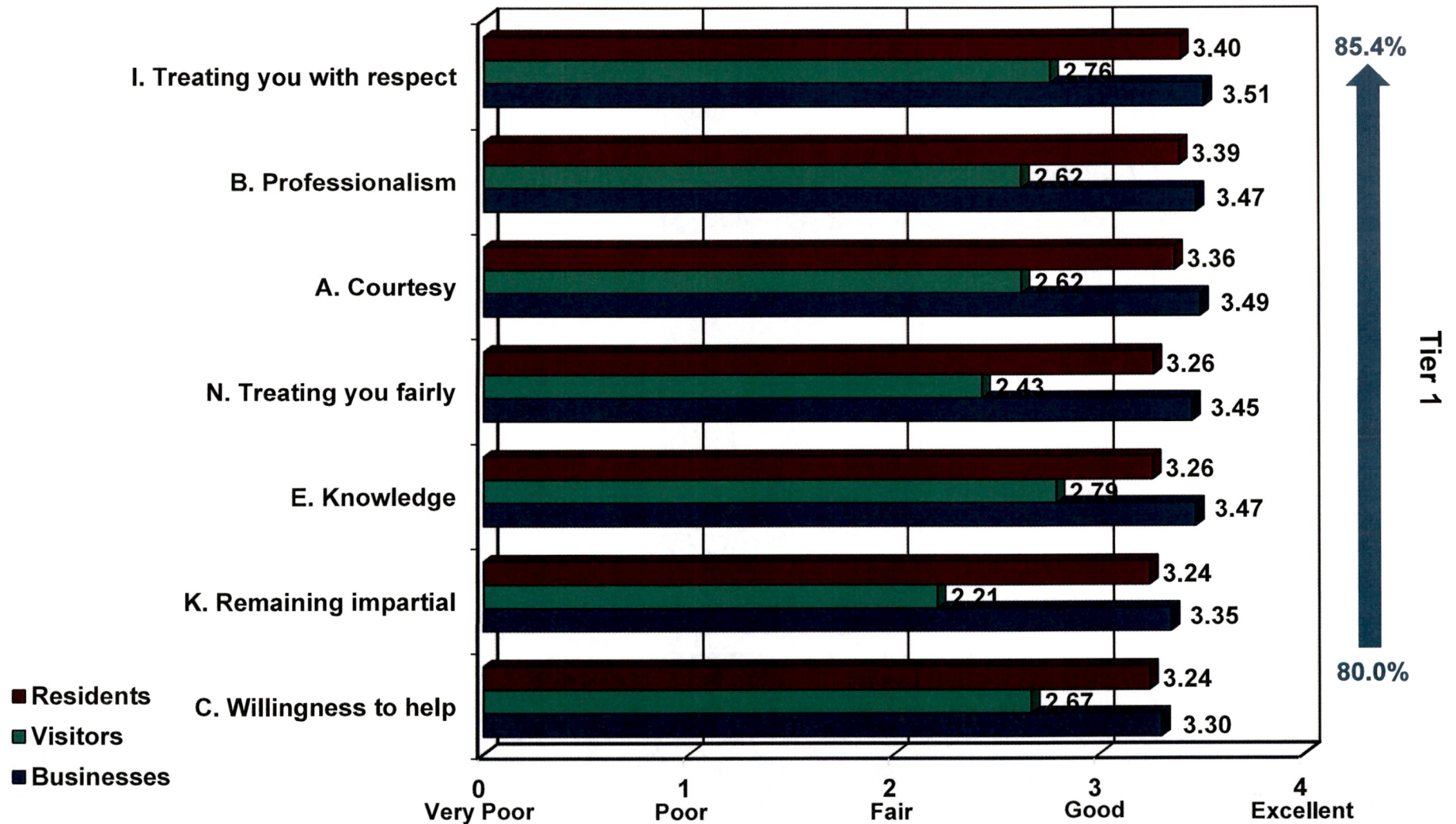
Q10. Reason for Police Department Call or Interaction II

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Q11. Police Department Service Ratings I

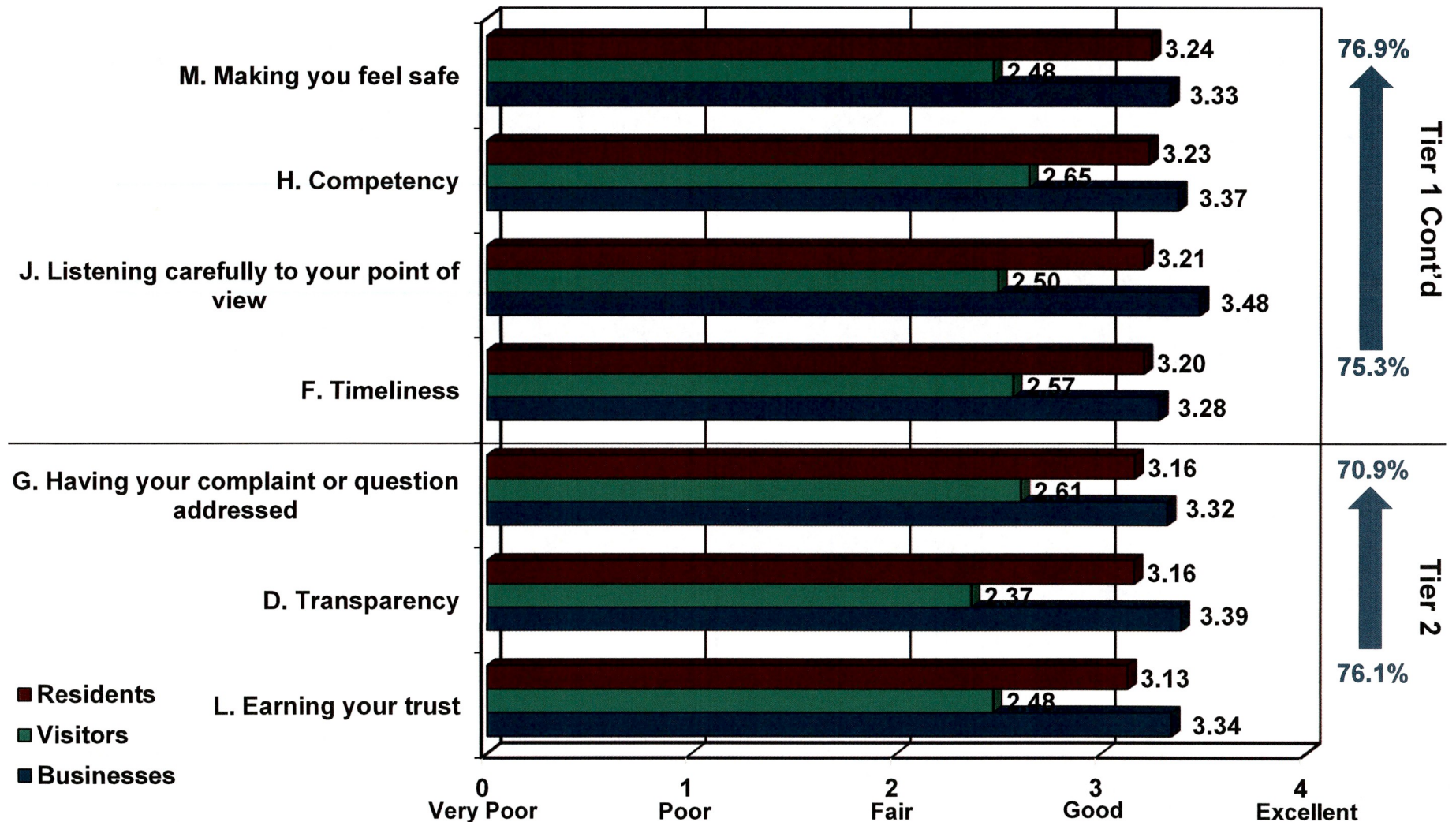
GODBE RESEARCH
Gain Insight



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Excellent" = +4, "Good" = +3, "Fair" = +2, "Poor" = +1, and "Very Poor" = 0.

Q11. Police Department Service Ratings II

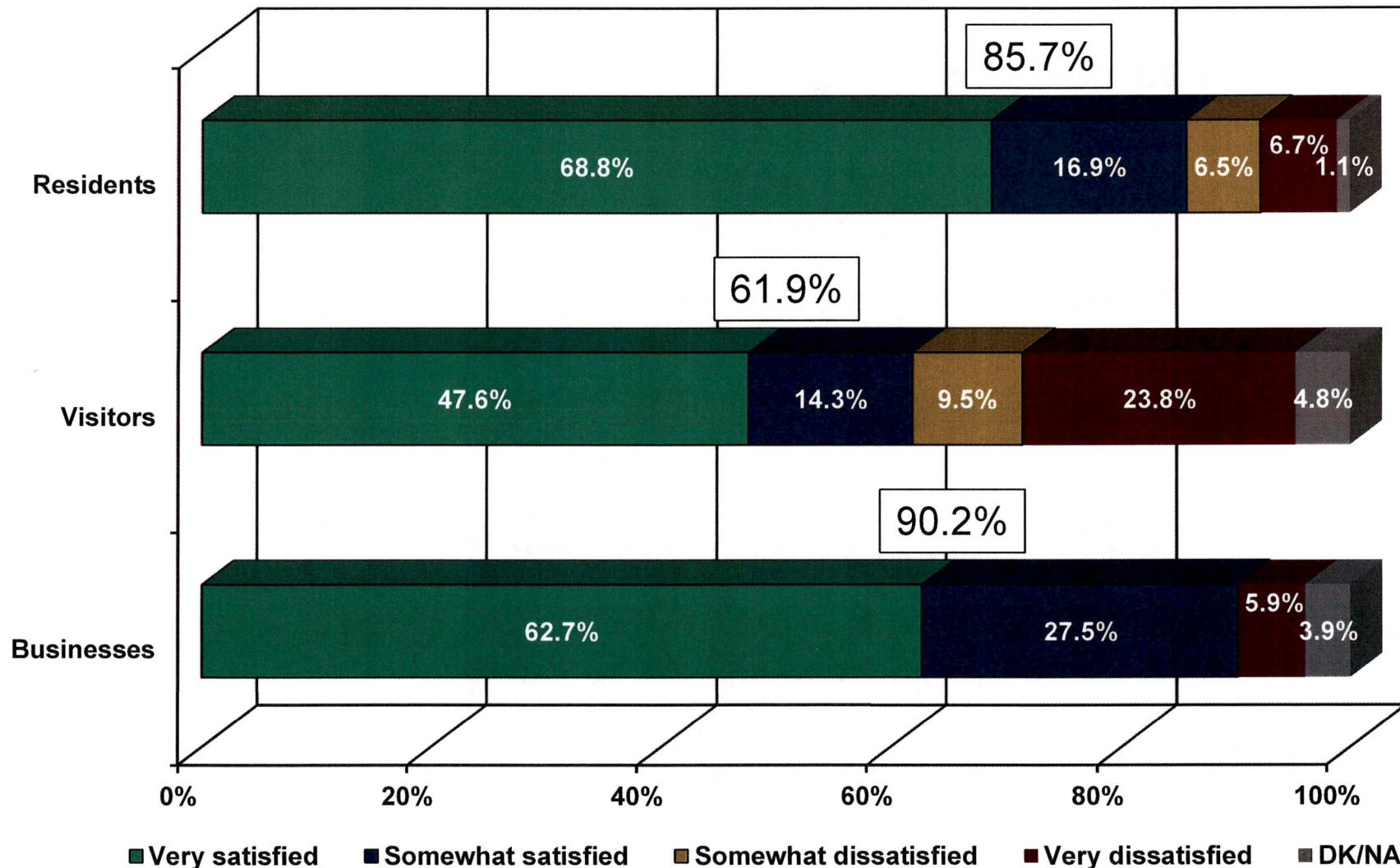
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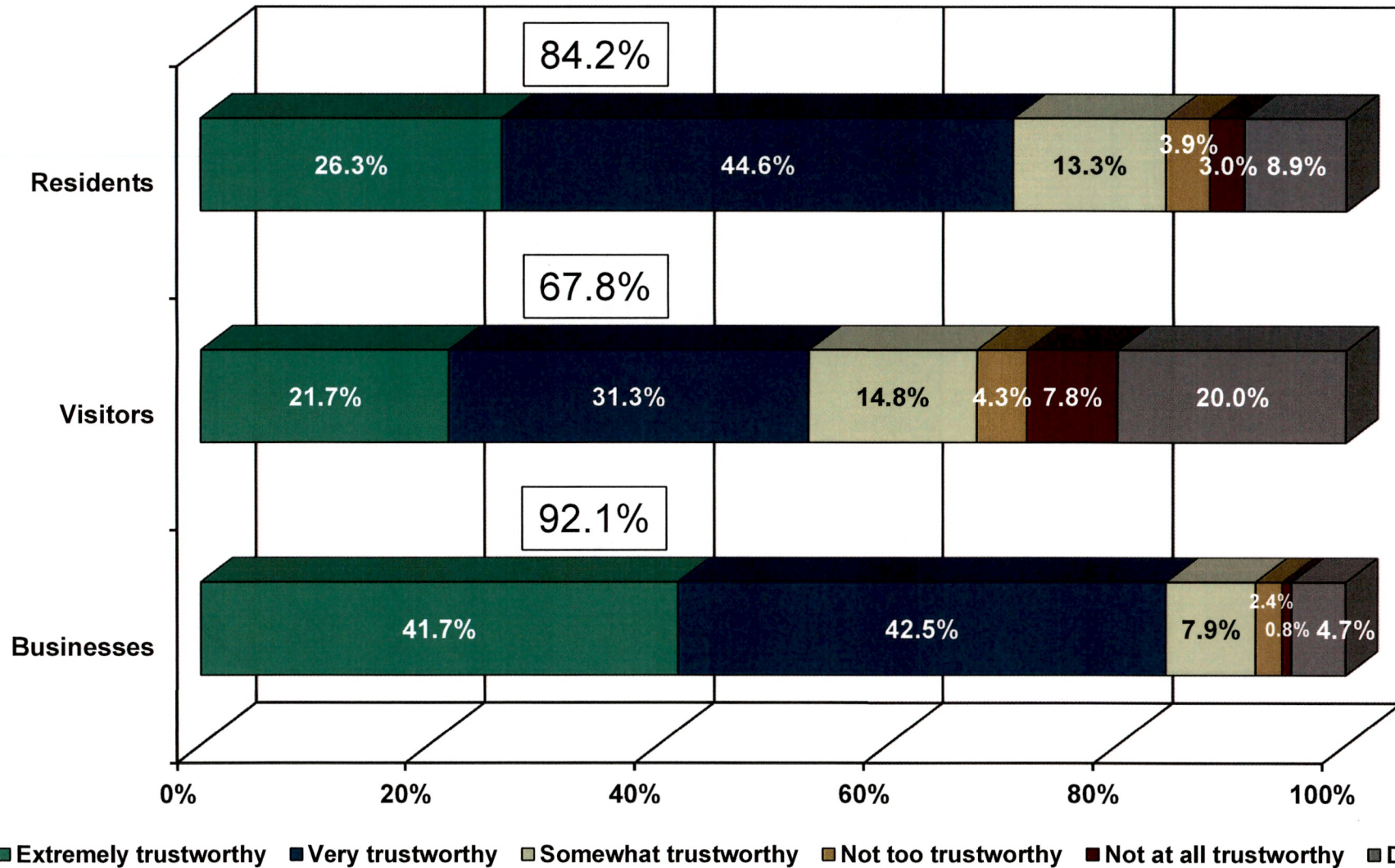
Q12. Satisfaction With Interaction With Police Officer, 911 Dispatcher or Employee

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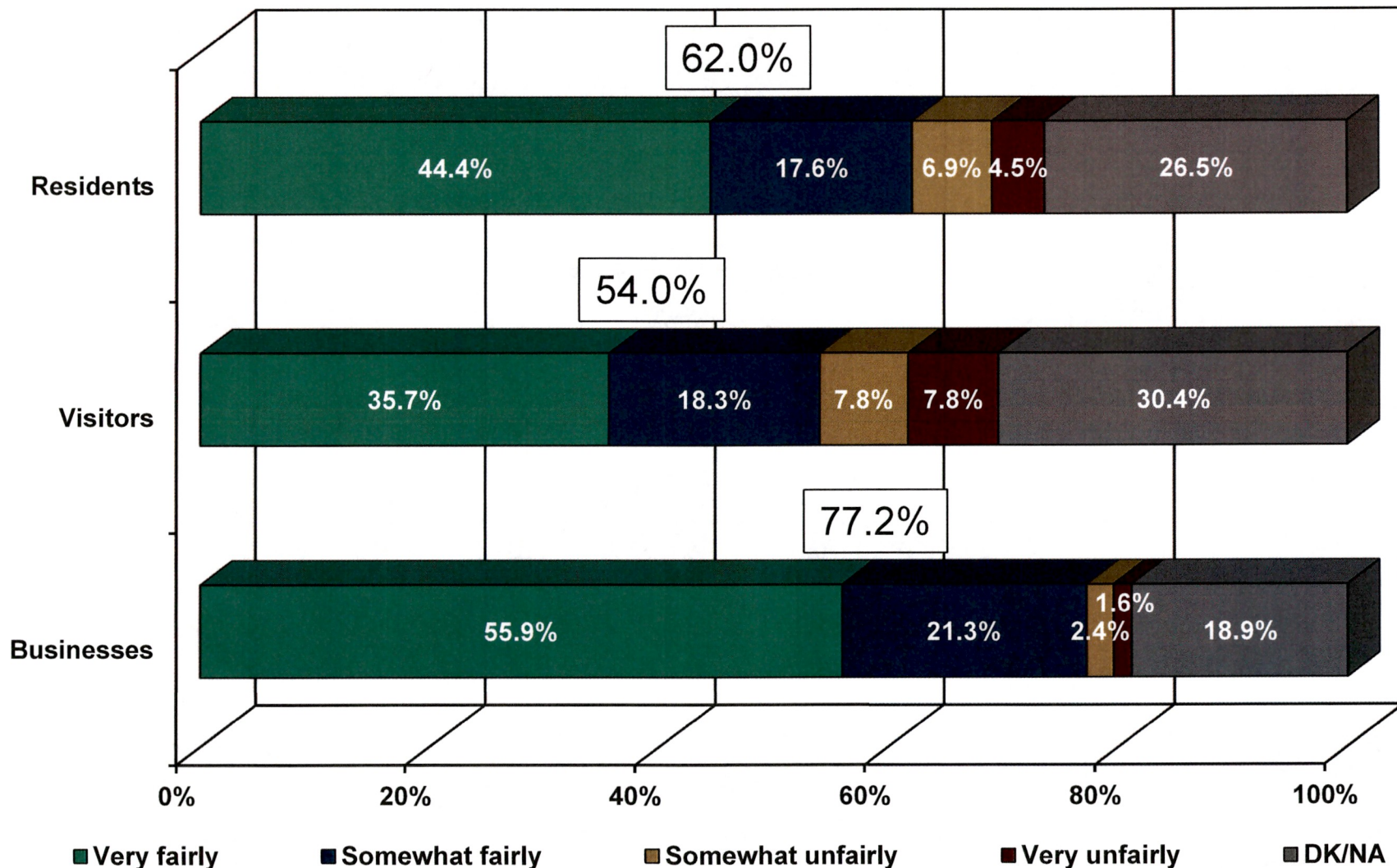
Q13. Trustworthiness Ratings of the Pleasanton Police Department

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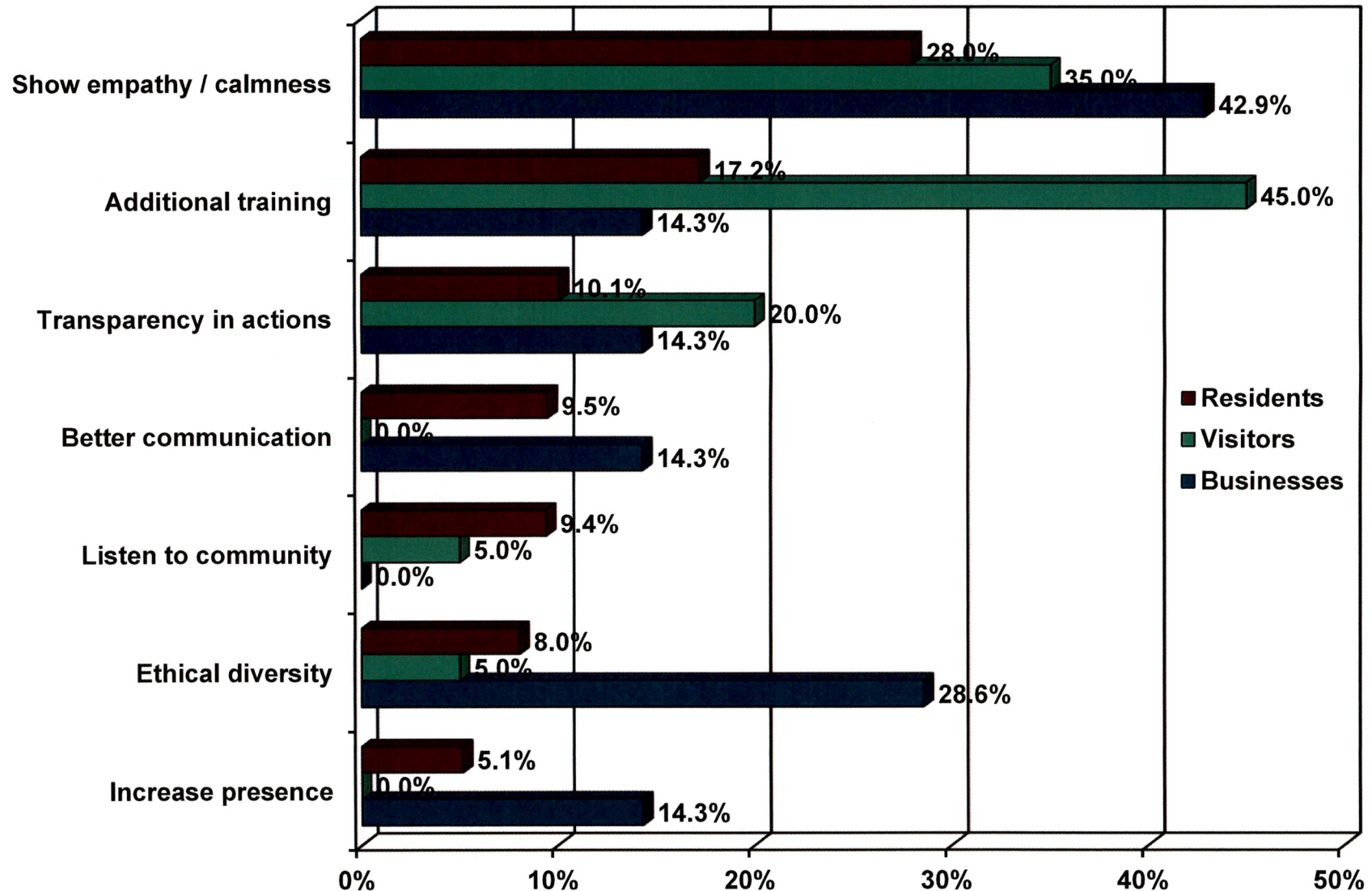
Q14. Treatment by Pleasanton Police Officers Regardless of Personal Characteristics

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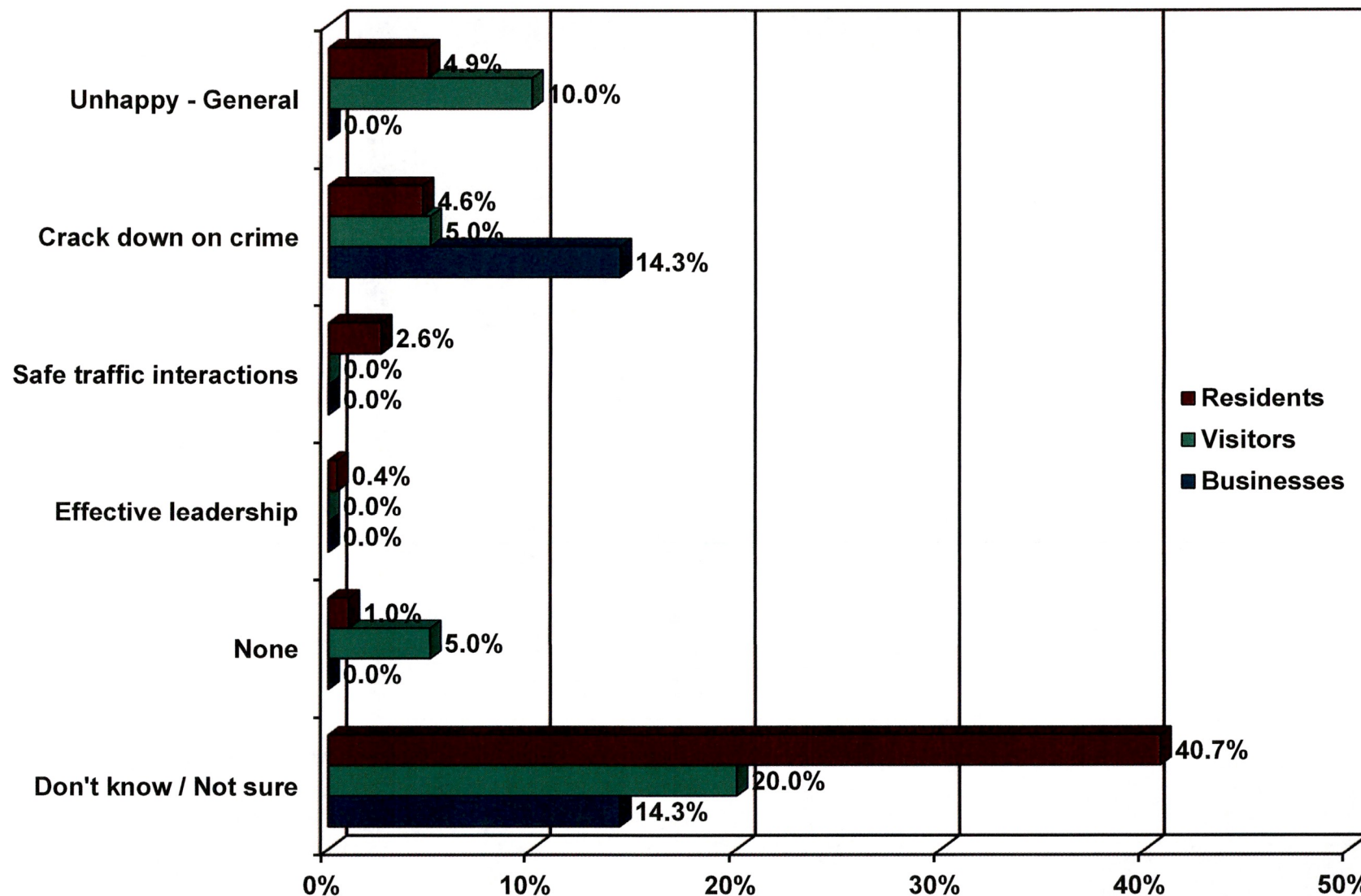
Q15. Steps the Police Department Could Take to Improve Perception I

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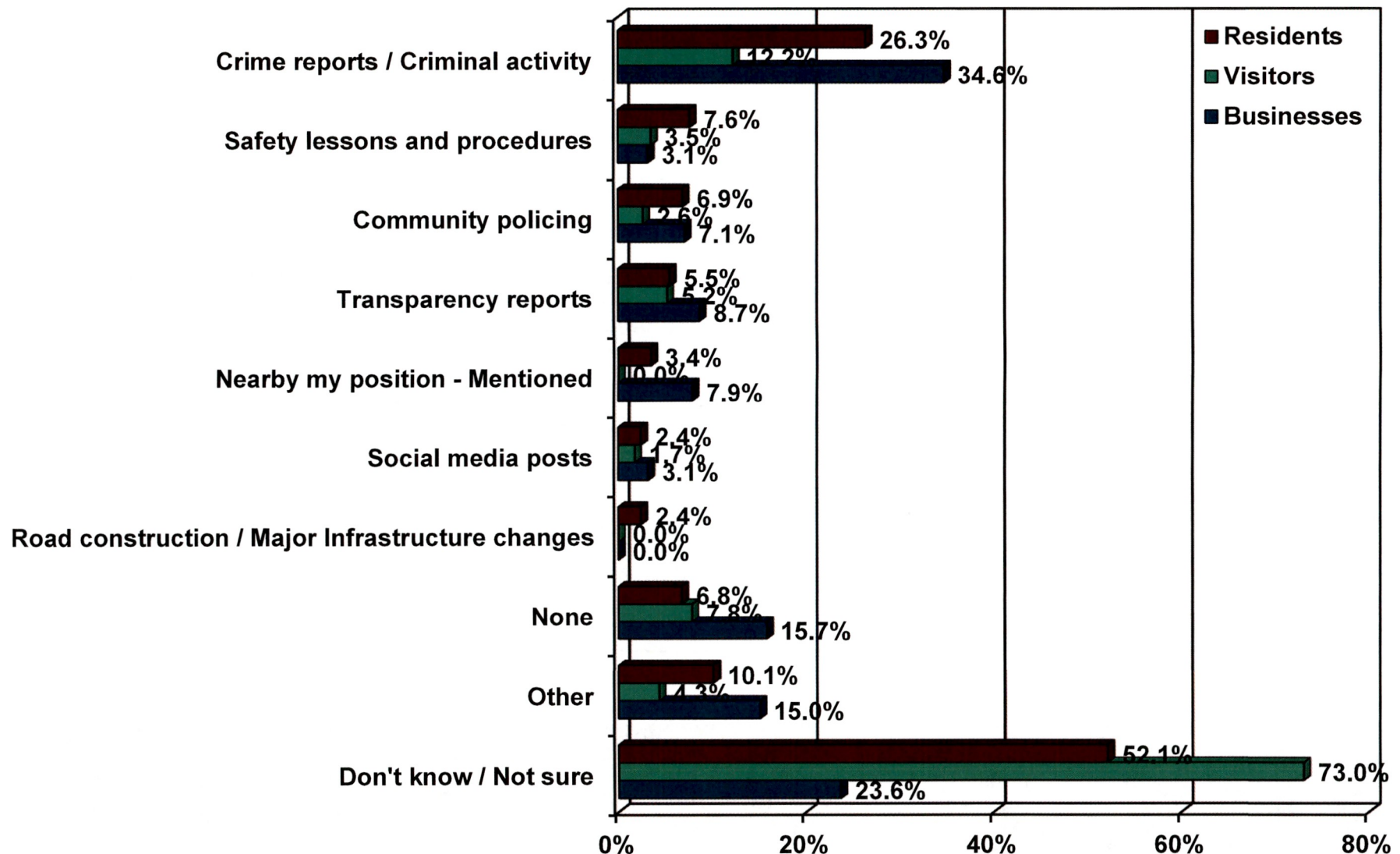
Q15. Steps the Police Department Could Take to Improve Perception II

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Q16. Preferred Information to Receive From Police Department

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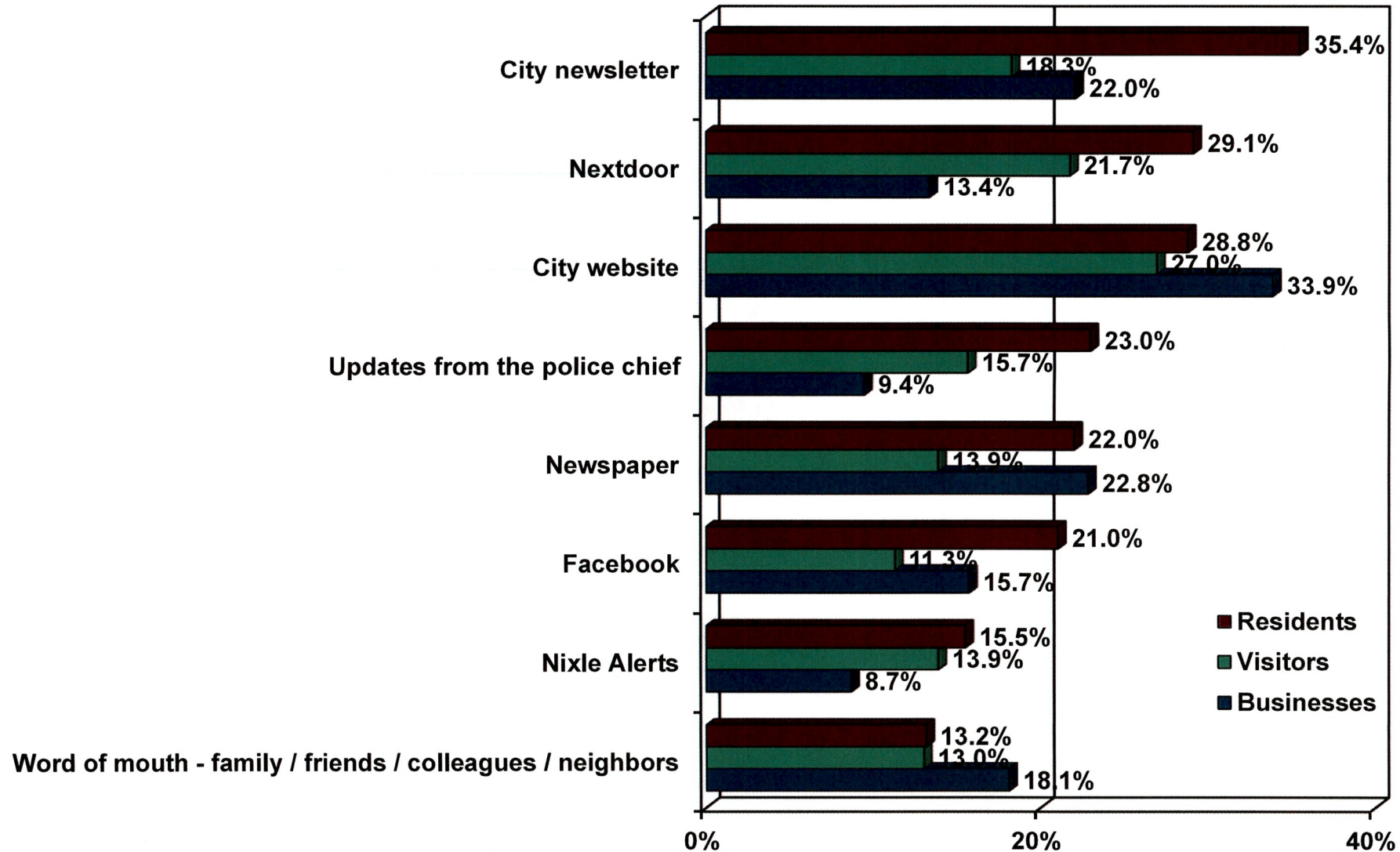


Q17. Respondents Who Indicated Interacting With In-Person or Online, or Attending Events

	Residents	Visitors	Businesses
A. Have you Visited Pleasanton Police Department website?	30.3%	11.3%	28.3%
F. Have you Visited the Pleasanton Police Department Farmer's Market booth?	22.5%	11.3%	17.3%
H. Have you Talked to neighborhood beat police officer?	17.1%	15.7%	26.0%
B. Have you Followed the Pleasanton Police Department on Facebook?	15.0%	3.5%	11.0%
G. Have you Attended a National Night Out event?	14.4%	16.5%	15.0%
D. Have you Followed the Pleasanton Police Department on Instagram?	10.7%	3.5%	4.7%
E. Have you Attended a Pleasanton Police Department 'Coffee with a Cop' or 'Cone with a Cop' events?	8.6%	2.6%	6.3%
C. Have you Followed the Pleasanton Police Department on Twitter?	7.6%	3.5%	4.7%

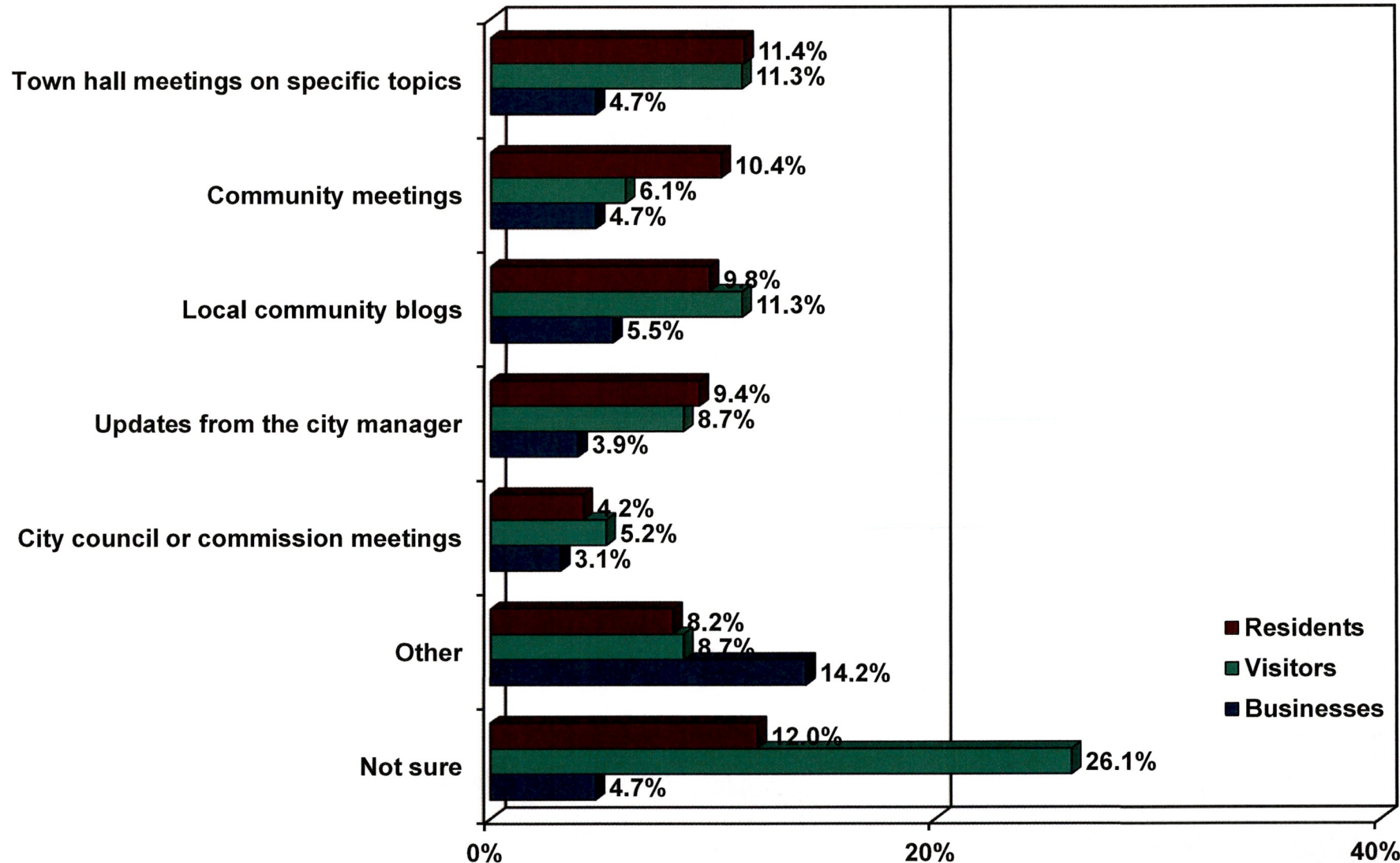
Q18. Preferred Sources of Information From Police Department I

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Q18. Preferred Sources of Information From Police Department II

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Gain Insight





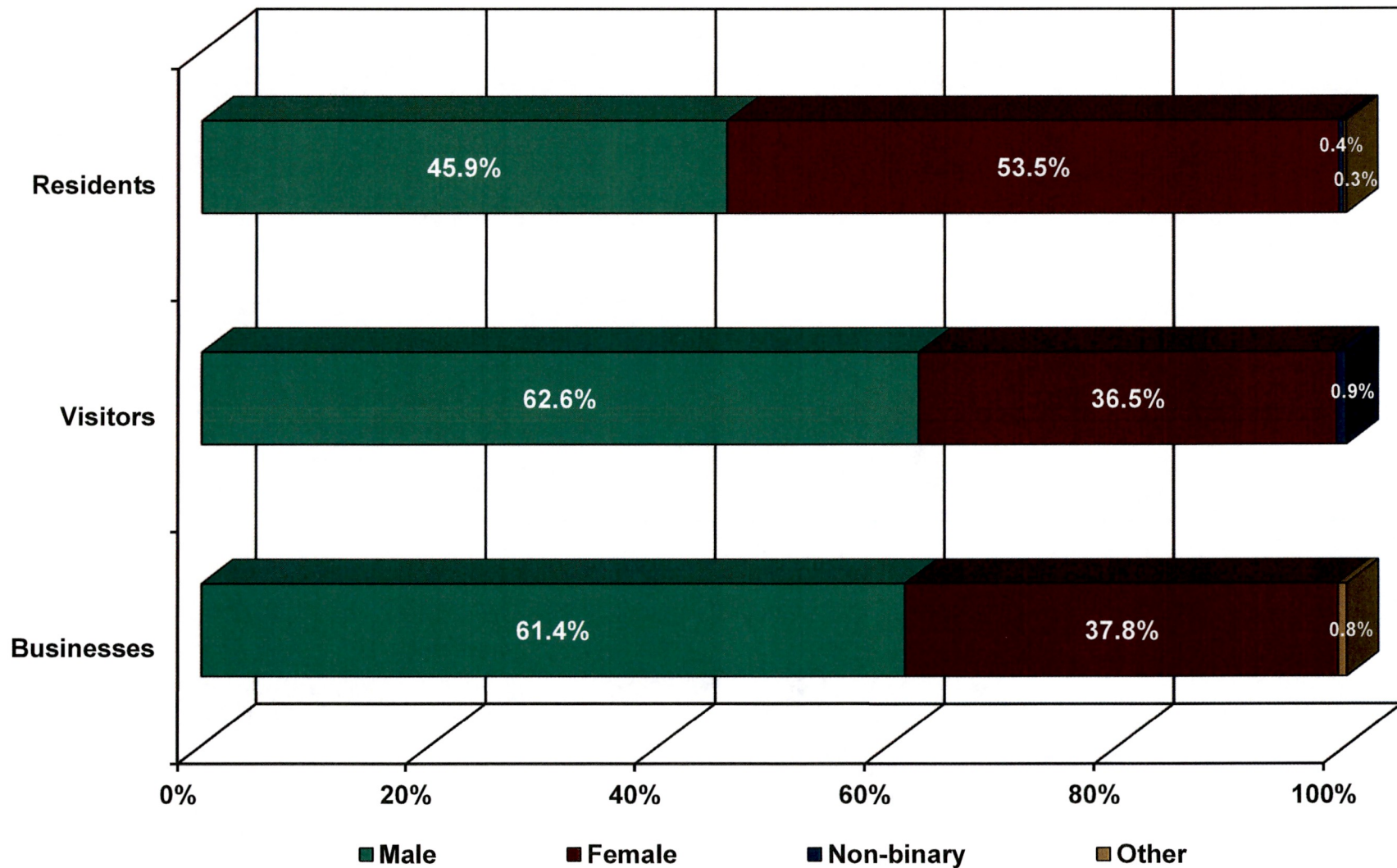
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Appendix A: Additional Demographic Information

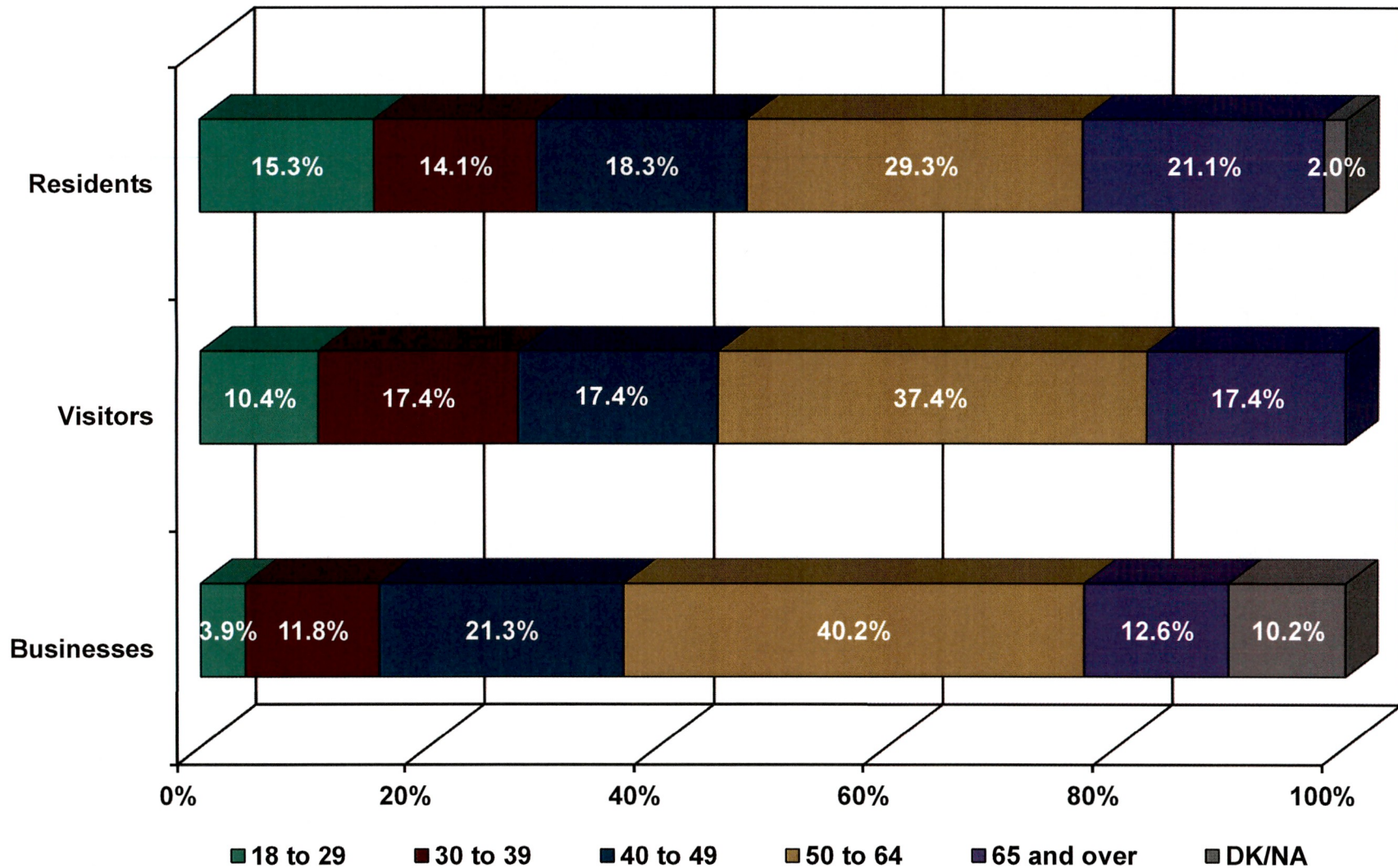
QA. Gender Identification

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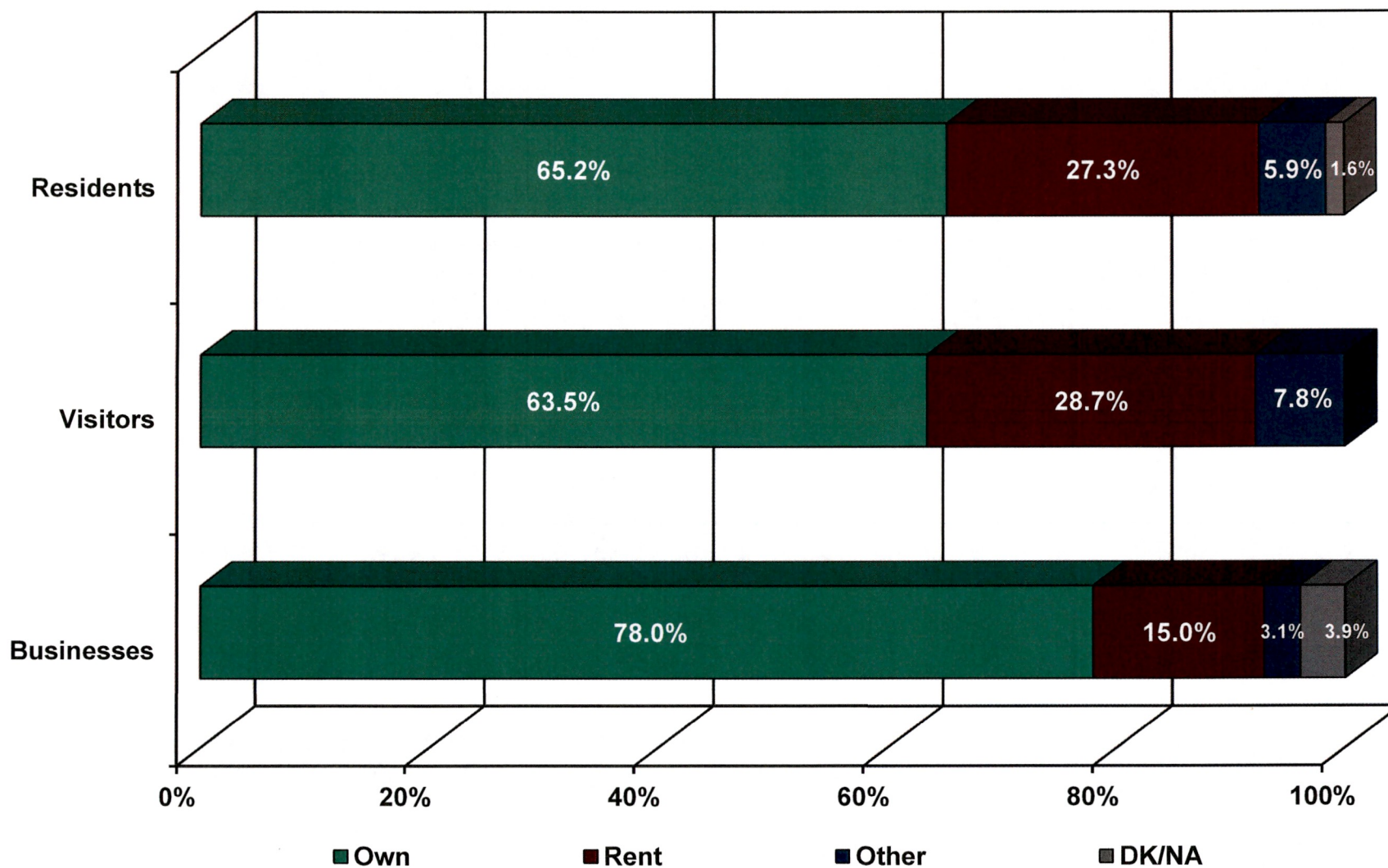
QB. Age

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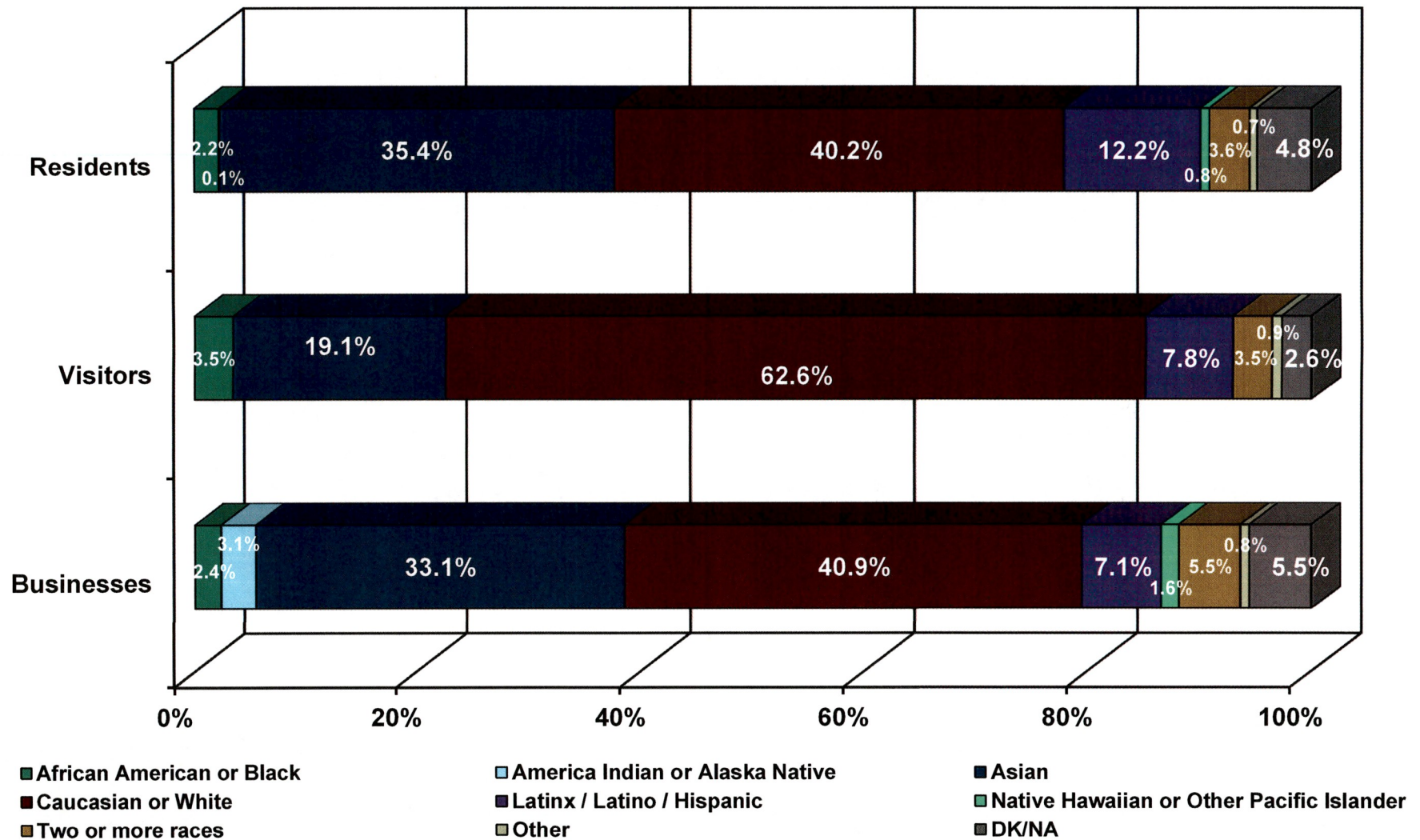
QC. Home Ownership

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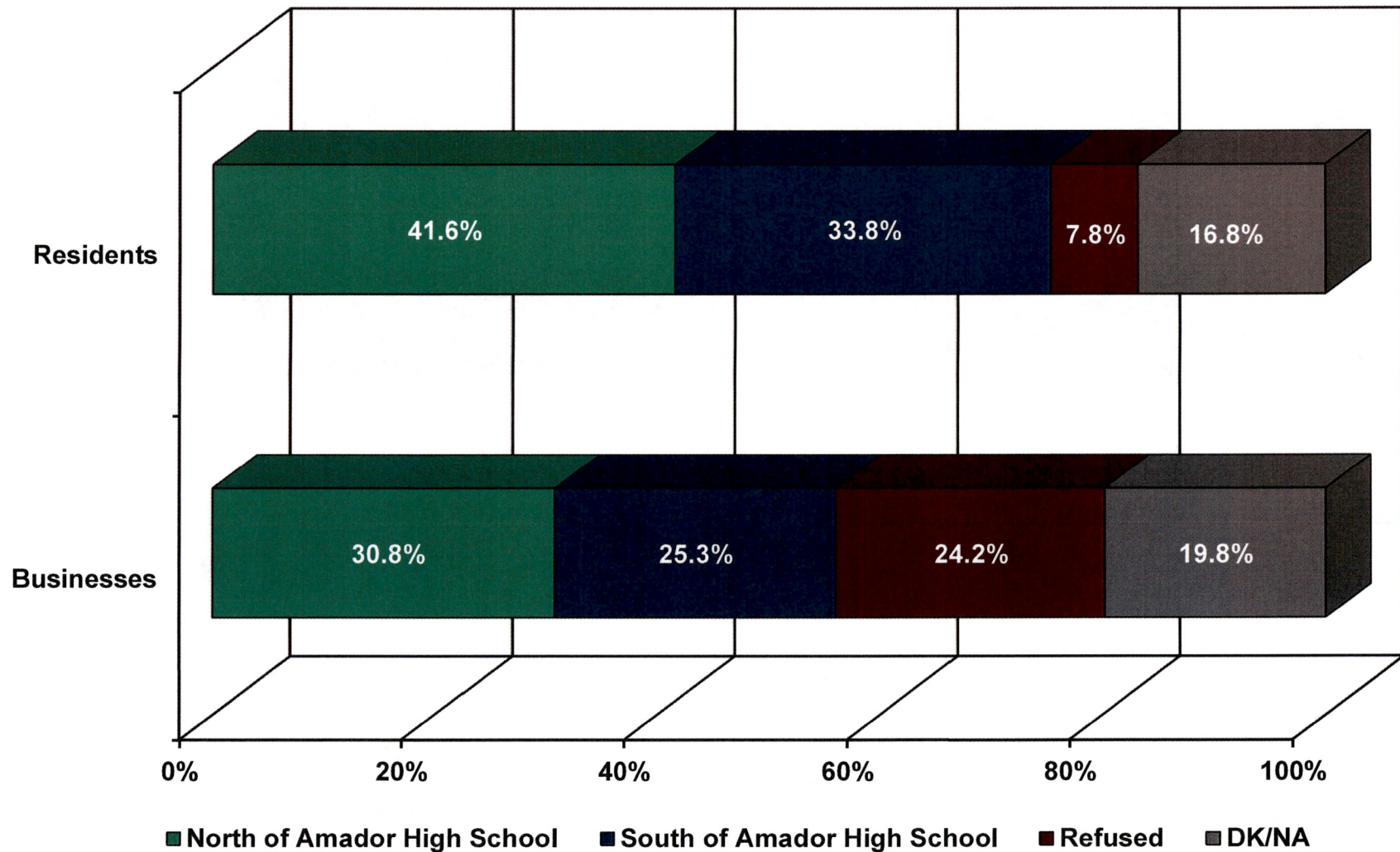
QD. Ethnicity

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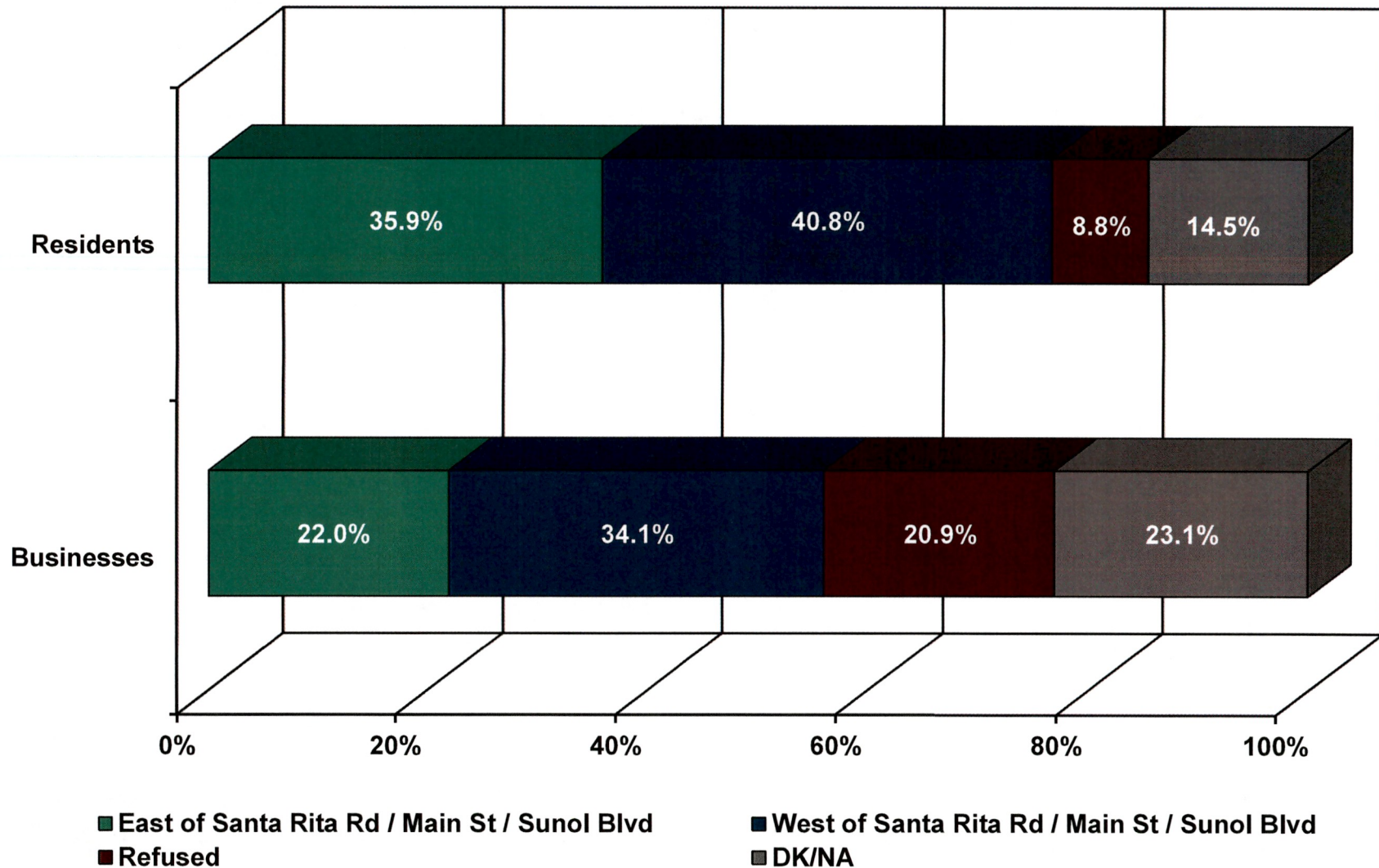
QE. Live North or South of Amador High School

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QF. Live East or West of Santa Rita Road/ Main Street/Sunol Boulevard

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Appendix B: Topline Report



CITY OF PLEASANTON

2023 Police Services Survey

Topline Report

n=818 Residents
n=127 Businesses
n=115 Visitors
18 minutes

Languages: English, Chinese & Spanish
Data collection: Jan 24 to February 5, 2023

February 10, 2023

www.godberesearch.com

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Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Godbe Research
2023 Pleasanton Police Services Survey

METHODOLOGY

Sample Universe:

- Residents: 62,364 Adults 18+ (2021 American Community Survey)
- Businesses: 2,063 Business License with phone or email contact information in Pleasanton
- Visitors: Voters in Danville, Dublin, Livermore & San Ramon screened for visit to Pleasanton in last 5 years

Sample Size:

- Residents: n=818
- Businesses: n=127
- Visitors: n=115

Resident Data Collection Methodology:

- n=15 Landline
- n=57 Cell
- n=243 Online from text invitation
- n=503 Online from email invitation

Business Data Collection Methodology:

- n=59 Landline
- n=32 Cell
- n=19 Online from text invitation
- n=17 Online from email invitation

Visitor Data Collection Methodology:

- n=0 Landline
- n=0 Cell
- n=115 Online from text invitation
- n=0 Online from email invitation

Margin of Error:

- Residents: Adults 18 or older \pm 3.40%
- Businesses: \pm 8.43
- Visitors: n/a (number of visitors not available)

Interview Dates: January 24 to February 5, 2023

Survey Length: 18 minutes

OVERALL PERCEPTIONS OF LIVING IN PLEASANTON

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
1a. In general, would you say that Pleasanton is an excellent, good, fair, or poor place to live?	Excellent	50.9%	417		45.2%	52		54.3%	69	
	Good	44.7%	366		40.9%	47		33.1%	42	
	Fair	4.4%	36		6.1%	7		7.9%	10	
	Poor	0.0%	0		1.7%	2		0.0%	0	
	DK/NA	0.0%	0		6.1%	7		4.7%	6	
	Total Exc + Good	95.6%			86.1%			87.4%		
	Total Poor	0.0%			0.0%			0.0%		
	Ratio Ex+Gd to Poor	n/a			n/a			n/a		
1b. In general, would you say that Pleasanton is an excellent, good, fair, or poor place to raise children?	Excellent	55.3%	453		47.0%	54		55.1%	70	
	Good	37.8%	310		35.7%	41		28.3%	36	
	Fair	5.2%	42		3.5%	4		8.7%	11	
	Poor	0.3%	2		1.7%	2		0.8%	1	
	DK/NA	1.4%	11		12.2%	14		7.1%	9	
	Total Exc + Good	93.2%			82.6%			83.5%		
	Total Poor	0.3%			1.7%			0.8%		
	Ratio Ex+Gd to Poor	305.5			47.5			106.0		
2. What do you think are the most serious issues facing Pleasanton that you would like to see City government do something about?	Housing costs / Lack of affordable housing	31.2%	256		43.5%	50		23.6%	30	
	Water quality / Drinking water	25.4%	208		7.8%	9		8.7%	11	
	Growth and development / too much	17.4%	142		9.6%	11		6.3%	8	
	Drought / Water shortage	15.3%	125		11.3%	13		1.6%	2	
	Education / Public schools	15.3%	125		6.1%	7		9.4%	12	
	Taxes too high	14.3%	117		17.4%	20		8.7%	11	
	Crime	11.9%	97		9.6%	11		11.8%	15	
	Potholes / Road maintenance / repairs	11.4%	93		7.8%	9		7.9%	10	
	Traffic on city streets	9.6%	79		13.0%	15		5.5%	7	
	Homelessness	8.3%	68		10.4%	12		15.7%	20	
	Growth and development / not enough	6.4%	52		8.7%	10		7.9%	10	
	Jobs / Economy	3.9%	32		7.8%	9		6.3%	8	
	Emergency / Disaster preparation	3.1%	25		0.9%	1		0.0%	0	
	Drugs	2.9%	24		4.3%	5		2.4%	3	
	Nothing / No problems	3.1%	25		6.1%	7		11.0%	14	
	Other	4.4%	36		8.7%	10		11.0%	14	
	Not sure / DK/NA	1.0%	8		4.3%	5		4.7%	6	

Topline Report

2/10/2023

Page 1

PERCEPTIONS OF SAFETY IN ALAMEDA COUNTY AND PLEASANTON

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
3. Do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe in Alameda County?	Very safe	26.8%	219		28.7%	33		44.9%	57	
	Somewhat safe	57.0%	467		50.4%	58		36.2%	46	
	Somewhat unsafe	12.7%	104		15.7%	18		14.2%	18	
	Very unsafe	2.3%	19		5.2%	6		1.6%	2	
	DK/NA	1.2%	9		0.0%	0		3.1%	4	
	Total Safe	83.8%			79.1%			81.1%		
	Total Unsafe	15.0%			20.9%			15.7%		
	Ratio Safe to Unsafe	5.6			3.8			5.2		
4. When you are in Pleasanton do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?	Very safe	60.9%	498		56.5%	65		69.3%	88	
	Somewhat safe	34.5%	282		40.0%	46		29.1%	37	
	Somewhat unsafe	3.7%	30		2.6%	3		1.6%	2	
	Very unsafe	0.6%	5		0.9%	1		0.0%	0	
	DK/NA	0.3%	2		0.0%	0		0.0%	0	
	Total Safe	95.5%			96.5%			98.4%		
	Total Unsafe	4.3%			3.5%			1.6%		
	Ratio Safe to Unsafe	22.5			27.8			62.5		

PERCEPTIONS OF SAFETY IN VARIOUS AREAS

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
5A In (your) neighborhood during the day	Very safe	74.0%	605		57.4%	66		72.4%	92	
	Somewhat safe	23.3%	191		34.8%	40		23.6%	30	
	Somewhat unsafe	2.2%	18		5.2%	6		0.0%	0	
	Very unsafe	0.1%	1		1.7%	2		0.0%	0	
	DK/NA	0.4%	3		0.9%	1		3.9%	5	
	Total Safe	97.3%			92.2%			96.1%		
	Total Unsafe	2.4%			7.0%			0.0%		
	Ratio Safe to Unsafe	41.0			13.3			n/a		
5B In the Downtown area during the day	Very safe	72.6%	594		65.2%	75		70.9%	90	
	Somewhat safe	25.0%	205		26.1%	30		27.6%	35	
	Somewhat unsafe	1.6%	13		5.2%	6		0.8%	1	
	Very unsafe	0.0%	0		2.6%	3		0.0%	0	
	DK/NA	0.9%	7		0.9%	1		0.8%	1	
	Total Safe	97.6%			91.3%			98.4%		
	Total Unsafe	1.6%			7.8%			0.8%		
	Ratio Safe to Unsafe	62.8			11.7			125.0		
5C In (your) neighborhood park during the day	Very safe	69.3%	567		51.3%	59		62.2%	79	
	Somewhat safe	26.0%	213		35.7%	41		29.1%	37	
	Somewhat unsafe	3.6%	29		6.1%	7		0.8%	1	
	Very unsafe	0.4%	4		1.7%	2		0.0%	0	
	DK/NA	0.7%	6		5.2%	6		7.9%	10	
	Total Safe	95.3%			87.0%			91.3%		
	Total Unsafe	4.0%			7.8%			0.8%		
	Ratio Safe to Unsafe	23.8			11.1			116.0		
5D In (your) neighborhood shopping center during the day	Very safe	60.4%	494		58.3%	67		66.1%	84	
	Somewhat safe	33.1%	271		33.9%	39		28.3%	36	
	Somewhat unsafe	4.5%	37		6.1%	7		3.1%	4	
	Very unsafe	0.6%	5		0.9%	1		0.8%	1	
	DK/NA	1.4%	11		0.9%	1		1.6%	2	
	Total Safe	93.5%			92.2%			94.5%		
	Total Unsafe	5.1%			7.0%			3.9%		
	Ratio Safe to Unsafe	18.2			13.3			24.0		
5E In your neighborhood after dark	Very safe	32.7%	268		26.1%	30		47.2%	60	
	Somewhat safe	48.7%	398		40.9%	47		38.6%	49	
	Somewhat unsafe	14.3%	117		22.6%	26		7.1%	9	
	Very unsafe	2.3%	18		7.0%	8		1.6%	2	
	DK/NA	2.0%	17		3.5%	4		5.5%	7	
	Total Safe	81.4%			67.0%			85.8%		
	Total Unsafe	16.5%			29.6%			8.7%		
	Ratio Safe to Unsafe	4.9			2.3			9.9		
5F In the Downtown area after dark	Very safe	35.8%	292		34.8%	40		34.6%	44	
	Somewhat safe	44.3%	363		43.5%	50		40.9%	52	
	Somewhat unsafe	15.6%	127		11.3%	13		12.6%	16	
	Very unsafe	1.9%	16		6.1%	7		3.1%	4	
	DK/NA	2.4%	20		4.3%	5		8.7%	11	
	Total Safe	80.1%			78.3%			75.6%		
	Total Unsafe	17.5%			17.4%			15.7%		
	Ratio Safe to Unsafe	4.6			4.5			4.8		

	Residents				Visitors				Businesses			
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
5G In (your) neighborhood park after dark	Very safe	214	26.1%	21.7%	25	48	33.9%	47				
	Somewhat safe	359	43.9%	41.7%	48	37.0%	47					
	Somewhat unsafe	175	21.4%	22.6%	28	12.6%	16					
	Very unsafe	42	5.2%	10.4%	12	3.9%	5					
	DK/NA	27	3.3%	3.5%	4	12.6%	16					
	Total Satisfied		70.1%	63.5%		70.9%						
	Total Dissatisfied		28.6%	33.0%		16.5%						
	Ratio Sate to Unsate		2.6	1.9		4.3						
	Very safe	224	27.4%	27.0%	31	35.4%	46					
	Somewhat safe	371	45.3%	39.1%	45	48.8%	62					
5H In (your) neighborhood shopping center after dark	Somewhat unsafe	175	21.3%	23.5%	27	7.9%	10					
	Very unsafe	31	3.8%	7.6%	9	3.9%	5					
	DK/NA	18	2.2%	2.6%	3	3.9%	5					
	Total Safe		72.7%	66.1%		84.3%						
	Total Unsafe		25.1%	31.3%		11.8%						
Ratio Safe to Unsafe				2.9		7.1						

PERCEPTIONS OF SAFETY IN VARIOUS AREAS – BY INTENSITY

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
5B In the Downtown area during the day		1,70			1,47				1,70
5A In (your) neighborhood during the day		1,69			1,42				1,75
5C In (your) neighborhood park during the day		1,61			1,36				1,66
5D In (your) neighborhood shopping center during the day		1,50			1,44				1,68
5E In the Downtown area after dark		0,99			0,94				1,00
5F In (your) neighborhood after dark		0,97			0,59				1,30
5H In (your) neighborhood shopping center after dark		0,73			0,55				1,08
5G In (your) neighborhood park after dark		0,67			0,43				0,96

POLICE DEPARTMENT SATISFACTION & INTERACTIONS

	Residents				Visitors				Businesses			
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
6. In general, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the Pleasanton Police Department is doing?	Very satisfied	396	48.4%	43.5%	50	60.6%	77					
	Somewhat satisfied	281	34.3%	27.0%	31	32.3%	41					
	Somewhat dissatisfied	66	8.0%	6.1%	7	3.1%	4					
	Very dissatisfied	31	3.8%	5.2%	6	2.4%	3					
	DK/NA	45	5.5%	18.3%	21	1.6%	2					
	Total Satisfied		82.7%	70.4%		92.9%						
	Total Dissatisfied		11.8%	11.3%		5.5%						
	Ratio Sat to Dissat		7.0	6.2		16.9						
	Focused on safety / Protect and serve	98	12.7%	14.9%	14	16.0%	20					
	Good Attitude / Friendly	94	12.1%	4.3%	4	8.8%	11					
7. Why is that?	Quick response time	92	11.9%	3.2%	3	9.6%	12					
	Reliable / Trustworthy	92	11.9%	11.7%	11	24.8%	31					
	See police presence	47	6.0%	8.5%	8	8.0%	10					
	Low rate of crime	34	4.4%	5.3%	5	4.8%	6					
	Staff and administration	7	1.0%	0.0%	0	0.0%	0					
	Improvement - General	2	0.2%	0.0%	0	1.6%	2					
	Good - General	66	8.5%	5.3%	5	16.8%	21					
	Dissatisfied											
	Tolerance of crime / Crime occurring	70	9.1%	11.7%	11	9.6%	12					
	Reduce traffic congestion	47	6.1%	3.2%	3	0.8%	1					
8. In the past 12 months, how many times did you call the Pleasanton Police Department?	Need more police presence	42	5.4%	1.1%	1	1.6%	2					
	Too much speeding / Crackdown on speeding	41	5.3%	1.1%	1	3.2%	4					
	Unclear communication	36	4.7%	3.2%	3	0.8%	1					
	Poor attitude / Rude	27	3.6%	3.2%	3	2.4%	3					
	Homeless	22	2.8%	2.1%	2	0.8%	1					
	Not diverse enough	22	2.8%	1.1%	1	1.6%	2					
	Mental health	10	1.3%	0.0%	0	1.6%	2					
	Need to crackdown on drugs	4	0.5%	0.0%	0	0.0%	0					
	Poor lighting	0	0.1%	0.0%	0	0.0%	0					
	Bad - General	6	0.8%	1.1%	1	0.0%	0					
9. In the past 12 months, have you interacted directly with a police officer, 9-1-1 dispatcher or other employee of the Pleasanton Police Department for any reason?	Other											
	None	6	0.7%	2.1%	2	2.4%	3					
	Don't know / Not sure	164	23.5%	38.3%	36	8.0%	10					
	1	99	12.1%	5.2%	6	14.2%	16					
	2	50	6.1%	2.6%	3	7.9%	10					
	3	14	1.7%	0.9%	1	0.8%	1					
	4	6	0.7%	0.0%	0	1.6%	2					
	5 or more	6	0.7%	0.0%	0	2.4%	3					
	DK/NA	629	76.5%	90.4%	104	72.4%	92					
	None	16	1.8%	0.9%	1	0.8%	1					
9. In the past 12 months, have you interacted directly with a police officer, 9-1-1 dispatcher or other employee of the Pleasanton Police Department for any reason?	Yes	266	32.5%	16.5%	19	34.6%	44					
	No	542	66.3%	80.9%	93	65.4%	83					
	DK/NA	10	1.2%	2.6%	3	0.0%	0					

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
Traffic stop / Traffic guidance / Traffic violation	14.2%	42		28.6%	6		11.8%	6	
Social event	11.6%	34		9.5%	2		7.5%	4	
Medical incident / Medical emergency	8.4%	25		4.8%	1		7.5%	4	
Home invasion / Burglary / House alarm / Trespassing	8.2%	24		4.8%	1		11.8%	6	
Automobile accident / car accident	8.1%	24		19.0%	4		7.5%	4	
Theft	6.1%	18		0.0%	0		5.9%	3	
Non-emergency incident	5.8%	17		4.8%	1		3.9%	2	
Animal control / Animal incident	5.4%	16		4.8%	1		2.0%	1	
Abandoned vehicle / illegally parked vehicle	4.0%	12		0.0%	0		9.5%	5	
Reporting - General	3.1%	9		4.8%	1		7.5%	4	
Assisting with ongoing case	3.1%	9		4.8%	1		2.0%	1	
Drugs / Excessive drinking	3.1%	9		4.8%	1		0.0%	0	
Domestic violence / Domestic issue	2.9%	9		0.0%	0		2.0%	1	
Noise disturbance / Noise complaint	2.8%	8		0.0%	0		2.0%	1	
Fire / Fireworks	2.7%	8		0.0%	0		2.0%	1	
Scan phone / email / letter / Fake threat	2.4%	7		0.0%	0		3.9%	2	
Homeless	2.3%	7		4.8%	1		3.9%	2	
Irate customers / Angry individuals	2.1%	6		0.0%	0		3.9%	2	
Negative interaction - General	1.7%	5		0.0%	0		0.0%	0	
Broken property / Environmental damage (Tree falling / Water damage)	1.6%	5		0.0%	0		0.0%	0	
Harassment	1.2%	4		0.0%	0		0.0%	0	
Missing children	0.9%	3		0.0%	0		0.0%	0	
Obtain a police report	0.5%	1		0.0%	0		2.0%	1	
Accidental call	0.5%	1		4.8%	1		2.0%	1	
School incident	0.4%	1		0.0%	0		0.0%	0	
Positive interaction - General	0.3%	1		0.0%	0		0.0%	0	
None	1.9%	5		0.0%	0		7.5%	4	
Don't know / Not sure	3.7%	11		19.0%	4		0.0%	0	

10. What was the reason for the most recent call or interaction?

POLICE DEPARTMENT SERVICE RATINGS

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
11A. Courtesy	Excellent	62.3%	163		47.6%	10	64.7%	33	
	Good	22.3%	66		9.5%	2	23.5%	12	
	Fair	9.0%	26		14.3%	3	9.5%	5	
	Poor	2.1%	6		14.3%	3	0.0%	0	
	Very Poor	4.3%	12		14.3%	3	2.0%	1	
	DK/NA	0.0%	0		0.0%	0	0.0%	0	
11B. Professionalism	Total Exc + Good	84.6%		57.1%		88.2%			
	Total Poor + Very Poor	6.4%		28.6%		2.0%			
	Ratio Exc:Gd to Poor	13.3		2.0		45.0			
	Excellent	80.5%	178		47.6%	10	64.7%	33	
	Good	23.9%	70		4.8%	1	25.5%	13	
	Fair	9.6%	28		14.3%	3	3.9%	2	
11C. Willingness to help	Poor	1.7%	5		28.6%	6	3.9%	2	
	Very Poor	3.0%	9		4.8%	1	2.0%	1	
	DK/NA	1.3%	4		0.0%	0	0.0%	0	
	Total Exc + Good	84.4%		52.4%		90.2%			
	Total Poor + Very Poor	4.7%		33.3%		5.9%			
	Ratio Exc:Gd to Poor	17.8		1.6		16.3			
11D. Transparency	Excellent	57.7%	170		42.9%	9	51.0%	28	
	Good	22.3%	66		19.0%	4	31.4%	16	
	Fair	9.1%	27		14.3%	3	9.5%	5	
	Poor	5.1%	15		9.5%	2	5.9%	3	
	Very Poor	4.8%	14		14.3%	3	0.0%	0	
	DK/NA	0.9%	3		0.0%	0	2.0%	1	
11E. Knowledge	Total Exc + Good	80.0%		61.9%		82.4%			
	Total Poor + Very Poor	23.8%		23.8%		5.9%			
	Ratio Exc:Gd to Poor	9.9%		2.6		14.0			
	Excellent	46.3%	138		28.6%	6	54.9%	28	
	Good	23.0%	67		19.0%	4	28.4%	15	
	Fair	14.5%	42		14.3%	3	7.9%	4	
11F. Timeliness	Poor	2.4%	7		14.3%	3	2.0%	1	
	Very Poor	4.2%	12		14.3%	3	2.0%	1	
	DK/NA	9.6%	28		9.5%	2	3.9%	2	
	Total Exc + Good	69.3%		47.6%		84.3%			
	Total Poor + Very Poor	6.8%		28.6%		3.9%			
	Ratio Exc:Gd to Poor	10.5		1.7		21.5			
11G. Willingness to help	Excellent	52.7%	155		47.6%	10	56.9%	29	
	Good	24.9%	73		4.8%	1	27.5%	14	
	Fair	10.2%	30		19.0%	4	11.8%	6	
	Poor	2.0%	6		9.5%	2	0.0%	0	
	Very Poor	4.7%	14		9.5%	2	0.0%	0	
	DK/NA	5.4%	16		9.5%	2	0.0%	0	
11H. Knowledge	Total Exc + Good	77.6%		52.4%		84.3%			
	Total Poor + Very Poor	6.7%		19.0%		0.0%			
	Ratio Exc:Gd to Poor	11.6		2.8		n/a			
	Excellent	48.9%	144		33.3%	7	51.0%	26	
	Good	26.4%	77		23.8%	5	31.4%	16	
	Fair	12.2%	36		19.0%	4	9.8%	5	
11I. Timeliness	Poor	1.5%	4		14.3%	3	2.0%	1	
	Very Poor	4.8%	14		9.5%	2	2.0%	1	
	DK/NA	6.1%	18		0.0%	0	0.0%	0	
	Total Exc + Good	75.3%		57.1%		82.4%			
	Total Poor + Very Poor	6.3%		23.8%		5.9%			
	Ratio Exc:Gd to Poor	11.9		2.4		14.0			

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
11G. Having your complaint or question addressed	Excellent	146	48.6%	38.1%	8	56.9%	28	29	
	Good	21.3%	63	9.5%	2	23.5%	12		
	Fair	11.1%	33	14.3%	3	11.8%	6		
	Poor	3.6%	10	14.3%	2	3.9%	2		
	Very Poor	5.5%	16	9.5%	2	2.0%	1		
	DK/NA	8.9%	26	14.3%	3	2.0%	1		
	Total Exc + Good	70.9%		47.5%		80.4%			
	Total Poor + Very Poor	9.1%		23.8%		5.9%			
	Ratio Exc:Gd to Poor	7.8		2.0		13.7			
	Excellent	55.3%	162	47.5%	10	54.9%	28		
11H. Competency	Good	21.3%	63	4.8%	1	31.4%	16		
	Fair	11.3%	33	14.3%	3	9.8%	5		
	Poor	2.2%	7	19.0%	4	3.9%	2		
	Very Poor	5.8%	17	9.5%	2	0.0%	0		
	DK/NA	4.1%	12	4.8%	1	0.0%	0		
11I. Treating you with respect	Total Exc + Good	76.7%		52.4%		86.3%			
	Total Poor + Very Poor	8.0%		28.6%		3.9%			
	Ratio Exc:Gd to Poor	9.6		1.8		22.0			
	Excellent	64.4%	189	47.6%	10	68.6%	35		
	Good	20.9%	61	19.0%	4	17.8%	9		
11J. Listening carefully to your point of view	Fair	6.3%	19	9.5%	2	9.8%	5		
	Poor	3.1%	9	9.5%	2	3.9%	2		
	Very Poor	4.3%	13	14.3%	3	0.0%	0		
	DK/NA	1.0%	3	0.0%	0	86.3%	0		
	Total Exc + Good	85.4%		66.7%		86.3%			
11K. Remaining impartial	Total Poor + Very Poor	7.4%		23.8%		3.9%			
	Ratio Exc:Gd to Poor	11.6		2.8		22.0			
	Excellent	52.4%	164	38.1%	8	64.7%	33		
	Good	21.5%	63	9.5%	2	21.6%	11		
	Fair	12.4%	37	23.8%	5	7.0%	4		
11L. Earning your trust	Poor	2.6%	8	9.5%	2	2.0%	1		
	Very Poor	5.1%	15	14.3%	3	2.0%	1		
	DK/NA	5.9%	17	4.8%	1	2.0%	1		
	Total Exc + Good	74.0%		47.6%		86.3%			
	Total Poor + Very Poor	7.7%		23.8%		3.9%			
11M. Making you feel safe	Ratio Exc:Gd to Poor	9.6		2.0		22.0			
	Excellent	52.8%	165	38.1%	8	56.9%	29		
	Good	18.0%	56	4.8%	1	23.5%	12		
	Fair	13.8%	40	9.5%	2	11.8%	6		
	Poor	1.3%	4	14.3%	3	0.0%	0		
11N. Treating you fairly	Very Poor	4.8%	14	23.8%	5	3.9%	2		
	DK/NA	8.4%	25	9.5%	2	3.9%	2		
	Total Exc + Good	71.8%		42.9%		80.4%			
	Total Poor + Very Poor	6.0%		38.1%		3.9%			
	Ratio Exc:Gd to Poor	11.9		1.1		20.5			
11O. Having your complaint or question addressed	Excellent	53.8%	158	42.9%	9	56.9%	29		
	Good	22.3%	66	14.3%	3	25.5%	13		
	Fair	10.2%	30	9.5%	2	9.8%	5		
	Poor	4.3%	13	14.3%	3	3.9%	2		
	Very Poor	7.5%	22	19.0%	4	2.0%	1		
11P. Earning your trust	DK/NA	1.9%	6	0.0%	0	2.0%	1		
	Total Exc + Good	76.1%		57.1%		82.4%			
	Total Poor + Very Poor	11.7%		33.3%		5.9%			
	Ratio Exc:Gd to Poor	6.5		1.7		14.0			

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
11M. Making you feel safe	Excellent	55.3%	162	42.9%	9	58.8%	30		
	Good	21.7%	64	9.5%	2	25.5%	13		
	Fair	13.8%	41	14.3%	3	9.8%	5		
	Poor	1.8%	5	19.0%	4	2.0%	1		
	Very Poor	4.9%	14	14.3%	3	3.9%	2		
	DK/NA	2.8%	8	0.0%	0	0.0%	0		
	Total Exc + Good	76.9%		52.4%		84.3%			
	Total Poor + Very Poor	6.5%		33.3%		5.9%			
	Ratio Exc:Gd to Poor	11.9		1.6		14.3			
	Excellent	57.0%	168	42.9%	9	62.7%	32		
11N. Treating you fairly	Good	23.2%	68	9.5%	2	23.5%	12		
	Fair	9.0%	26	14.3%	3	11.8%	6		
	Poor	3.4%	10	14.3%	3	0.0%	0		
	Very Poor	5.3%	15	19.0%	4	2.0%	1		
	DK/NA	2.2%	6	0.0%	0	0.0%	0		
11O. Having your complaint or question addressed	Total Exc + Good	80.2%		52.4%		86.3%			
	Total Poor + Very Poor	8.6%		33.3%		2.0%			
	Ratio Exc:Gd to Poor	9.3		1.6		44.0			
	Excellent	57.0%	168	42.9%	9	62.7%	32		
	Good	23.2%	68	9.5%	2	23.5%	12		
11P. Earning your trust	Fair	9.0%	26	14.3%	3	11.8%	6		
	Poor	3.4%	10	14.3%	3	0.0%	0		
	Very Poor	5.3%	15	19.0%	4	2.0%	1		
	DK/NA	2.2%	6	0.0%	0	0.0%	0		
	Total Exc + Good	80.2%		52.4%		86.3%			
	Total Poor + Very Poor	8.6%		33.3%		2.0%			
	Ratio Exc:Gd to Poor	9.3		1.6		44.0			

POLICE DEPARTMENT SERVICE RATINGS – BY INTENSITY

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
11L Treating you with respect		340	3.40			2.76		3.47	3.51
11B Professionalism			3.39			2.62			3.49
11A Courtesy			3.36			2.43			3.46
11N Treating you fairly			3.26			2.79			3.47
11E Knowledge			3.24			2.21			3.35
11K Remaining impartial			3.24			2.67			3.30
11C Willingness to help			3.24			2.48			3.33
11M Making you feel safe			3.23			2.65			3.37
11H Competency			3.23			2.50			3.28
11J Listening carefully to your point of view			3.20			2.57			3.32
11F Timeliness									
11G Having your complaint or question addressed			3.16			2.81			3.32
11D Transparency			3.16			2.37			3.39
11L Earning your trust			3.13			2.48			3.34

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
12. Overall, were you satisfied or dissatisfied with your most recent call or interaction with the police officer, 9-1-1 dispatcher or other employee?	Very satisfied	68.8%	202		47.6%	10		62.7%	32	
	Somewhat satisfied	16.9%	50		14.3%	3		27.5%	14	
	Somewhat dissatisfied	6.5%	19		9.5%	2		0.0%	0	
	Very dissatisfied	6.7%	20		23.8%	5		5.9%	3	
	Don't know/No answer	1.1%	3		4.8%	1		3.9%	2	
	Total Satisfied	85.7%			61.9%			90.2%		
	Total Dissatisfied	13.2%			33.3%			5.9%		
	Ratio Sat to Dissat	6.5			1.9			15.3		
13. In general, how trustworthy would you say the Pleasanton Police Department is?	Extremely trustworthy	26.3%	216		21.7%	25		41.7%	53	
	Very trustworthy	44.6%	365		31.3%	36		42.5%	54	
	Somewhat trustworthy	13.3%	109		14.8%	17		7.9%	10	
	Not too trustworthy	3.9%	32		4.3%	5		2.4%	3	
	Not at all trustworthy	3.0%	25		7.8%	9		0.8%	1	
	DK/NA	8.9%	73		20.0%	23		4.7%	6	
	Total Trustworthy	84.2%			67.8%			92.1%		
	Total Untrustworthy	6.9%			12.2%			3.1%		
14. Do you think the Pleasanton Police officers treat all residents fairly or unfairly, regardless of race, ethnicity, national origin, immigration status, or other characteristics?	Ratio Trustworthy to Not	12.2			5.6			29.3		
	Very fairly	44.4%	364		35.7%	41		55.9%	71	
	Somewhat fairly	17.6%	144		18.3%	21		21.3%	27	
	Somewhat unfairly	6.9%	57		7.8%	9		2.4%	3	
	Very unfairly	4.5%	37		7.8%	9		1.6%	2	
	DK/NA	26.5%	216		30.4%	35		18.9%	24	
	Total Fairly	62.1%			53.9%			77.2%		
	Total Unfairly	11.5%			15.7%			3.9%		
15. What could the Pleasanton Police Department do to make you feel they are trustworthy, treats residents and visitors fairly, is accountable to community expectations, or is reliable?	Ratio Fairly to Unfairly	5.4			3.4			19.6		
	Show empathy / calmness	28.0%	28		35.0%	7		42.9%	3	
	Additional training	17.2%	17		45.0%	9		14.3%	1	
	Transparency in actions	10.1%	10		20.0%	4		14.3%	1	
	Better communication	9.5%	10		0.0%	0		14.3%	1	
	Listen to community	9.4%	9		5.0%	1		0.0%	0	
	Ethical diversity	8.0%	8		5.0%	1		28.6%	2	
	Increase presence	5.1%	5		0.0%	0		14.3%	1	
	Unhappy - General	4.9%	5		10.0%	2		0.0%	0	
	Crack down on crime	4.6%	5		5.0%	1		14.3%	1	
	Safe traffic interactions	2.6%	3		0.0%	0		0.0%	0	
	Effective leadership	0.4%	0		0.0%	0		0.0%	0	
	None	1.0%	1		5.0%	1		0.0%	0	
	Don't know / Not sure	40.7%	41		20.0%	4		14.3%	1	

COMMUNITY OUTREACH

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
16. What type of information would you like to receive regularly from the Pleasanton Police Department?	Crime reports / Criminal activity	26.3%	215		12.2%	14		34.6%	44	
	Safety lessons and procedures	7.6%	63		3.5%	4		3.1%	4	
	Community policing	6.9%	56		2.6%	3		7.1%	9	
	Transparency reports	5.5%	45		5.2%	6		8.7%	11	
	Nearby my position - Mentioned	3.4%	28		0.0%	0		7.9%	10	
	Social media posts	2.4%	20		1.7%	2		3.1%	4	
	Road construction / Major Infrastructure changes	2.4%	20		0.0%	0		0.0%	0	
	Emergency texts / Emergency alerts	1.9%	16		2.6%	3		7.1%	9	
	Weekly newspaper	1.6%	13		0.0%	0		1.6%	2	
	Family activities / Social meet ups	1.4%	11		0.0%	0		0.0%	0	
	Support (Good) - General	1.2%	9		0.9%	1		3.1%	4	
	School related information	1.0%	8		0.9%	1		0.8%	1	
	Mail / Newsletters	0.7%	6		0.0%	0		0.0%	0	
	Gun safety / Gun buyback	0.7%	6		0.0%	0		0.0%	0	
	Emails	0.5%	4		0.0%	0		2.4%	3	
	Homeless - Mentioned	0.4%	3		0.0%	0		0.0%	0	
	Check in calls / Check in	0.3%	3		0.0%	0		0.0%	0	
	Response updates	0.3%	3		0.0%	0		0.0%	0	
	Online safety	0.0%	0		0.0%	0		0.0%	0	
	None	6.8%	55		7.8%	9		15.7%	20	
	Don't know / Not sure	52.1%	426		73.0%	84		23.6%	30	
17A. Have you Visited Pleasanton Police Department website?	Yes	30.3%	248		11.3%	13		28.3%	36	
	No	68.1%	557		87.0%	100		71.7%	91	
17B. Have you Followed the Pleasanton Police Department on Facebook?	DK/NA	1.6%	13		1.7%	2		0.0%	0	
	Yes	15.0%	123		3.5%	4		11.0%	14	
17C. Have you Followed the Pleasanton Police Department on Twitter?	No	83.9%	686		93.9%	108		86.6%	110	
	DK/NA	1.1%	9		2.6%	3		2.4%	3	
17D. Have you Followed the Pleasanton Police Department on Instagram?	Yes	7.6%	62		3.5%	4		4.7%	6	
	No	90.9%	744		94.8%	109		95.3%	121	
17E. Have you Attended a Pleasanton Police Department 'Coffee with a Cop' or 'Cone with a Cop' events?	DK/NA	1.5%	13		1.7%	2		0.0%	0	
	Yes	10.7%	87		3.5%	4		4.7%	6	
17F. Have you Visited the Pleasanton Police Department Farmer's Market booth?	No	88.5%	724		96.5%	111		94.5%	120	
	DK/NA	0.8%	6		0.0%	0		0.8%	1	
17G. Have you Attended a National Night Out event?	Yes	8.6%	70		2.6%	3		6.3%	8	
	No	90.5%	741		94.8%	109		93.7%	119	
17H. Have you Talked to neighborhood beat police officer?	DK/NA	0.9%	7		2.6%	3		0.0%	0	
	Yes	22.5%	184		11.3%	13		17.3%	22	
	No	75.7%	619		87.6%	101		81.1%	103	
	DK/NA	1.8%	15		0.9%	1		1.6%	2	
	Yes	14.4%	118		16.5%	19		15.0%	19	
	No	83.7%	685		81.7%	94		85.0%	108	
	DK/NA	1.9%	15		1.7%	2		0.0%	0	
	Yes	17.1%	140		15.7%	18		26.0%	33	
	No	78.6%	643		82.6%	95		73.2%	93	
	DK/NA	4.3%	35		1.7%	2		0.8%	1	

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
City newsletter	35.4%	290		18.3%	21		22.0%	28	
Nextdoor	29.1%	238		21.7%	25		13.4%	17	
City website	28.8%	236		27.0%	31		33.9%	43	
Updates from the police chief	23.0%	188		15.7%	18		9.4%	12	
Newspaper	22.0%	180		13.9%	16		22.8%	29	
Facebook	21.0%	172		11.3%	13		15.7%	20	
Nixie Alerts	15.5%	127		13.9%	16		8.7%	11	
Word of mouth - family / friends / colleagues / neighbors	13.2%	108		13.0%	15		18.1%	23	
Town hall meetings on specific topics	11.4%	93		11.3%	13		4.7%	6	
Community meetings	10.4%	85		6.1%	7		4.7%	6	
Local community blogs	9.8%	80		11.3%	13		5.5%	7	
Updates from the city manager	9.4%	77		8.7%	10		3.9%	5	
City council or commission meetings	4.2%	34		5.2%	6		3.1%	4	
Other	8.2%	67		8.7%	10		14.2%	18	
Not sure	12.0%	98		26.1%	30		4.7%	6	

DEMOGRAPHICS (ASKED)

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
A. What gender group do you consider yourself a part of or identify with?	Male	45.9%	375		62.6%	72		61.4%	78
	Female	53.5%	438		36.5%	42		37.8%	48
	Non-binary	0.4%	3		0.3%	1		0.0%	0
	Other	0.3%	2		0.0%	0		0.5%	1
B. What is your age?	18 to 29	15.3%	126		10.4%	12		3.9%	5
	30 to 39	14.1%	116		17.4%	20		11.8%	15
	40 to 49	18.3%	149		17.4%	20		21.3%	27
	50 to 64	29.3%	239		37.4%	43		40.2%	51
	65 and over	21.1%	172		17.4%	20		12.8%	16
	DK/NA	2.0%	16		0.0%	0		10.2%	13
	Own	65.2%	533		63.5%	73		78.0%	99
C. Do you own or rent your home?	Rent	27.3%	224		28.7%	33		15.0%	19
	Other	5.9%	48		7.8%	9		3.1%	4
	DK/NA	1.8%	13		0.0%	0		3.9%	5
	African American or Black	2.2%	18		3.5%	4		2.4%	3
	America Indian or Alaska Native	0.1%	1		0.0%	0		3.1%	4
D. What ethnic group do you consider yourself a part of or identify with?	Asian	35.4%	290		19.1%	22		33.1%	42
	Caucasian or White	40.2%	329		62.6%	72		40.9%	52
	Latinx / Latinx / Hispanic	12.2%	100		7.8%	9		7.1%	9
	Native Hawaiian or Other Pacific Islander	0.8%	6		0.0%	0		1.6%	2
	Two or more races	3.6%	29		3.5%	4		5.5%	7
	Other / Please specify: _____	0.7%	6		0.9%	1		0.8%	1
	DK/NA	4.8%	39		2.6%	3		5.5%	7
	North of Anamor High School	41.5%	340		0.0%	0		30.8%	28
	School	33.5%	276		0.0%	0		25.3%	23
	South of Anamor High School	7.8%	64		0.0%	0		24.2%	22
E. Do you live North of South of Anamor High School?	Refused	16.8%	137		0.0%	0		19.8%	18
	DK/NA								
	East of Santa Rita Rd / Main St / Sunol Blvd	35.9%	294		0.0%	0		22.0%	20
F. Do you live East or West of the line drawn by Santa Rita Road / Main Street / Sunol Boulevard?	West of Santa Rita Rd / Main St / Sunol Blvd	40.3%	334		0.0%	0		34.1%	31
	Refused	8.8%	72		0.0%	0		20.9%	19
	DK/NA	14.5%	119		0.0%	0		23.1%	21

DEMOGRAPHICS (NOT ASKED FOR WEIGHTING ONLY)

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
G. Gender	Male	48.3%	294		60.9%	70				
	Female	51.7%	315		39.1%	45				
	Unknown	0.0%	0		0.0%	0				
H. Age	18-29	19.0%	116		10.4%	12				
	30-39	10.6%	65		16.5%	19				
	40-49	16.2%	99		20.0%	23				
	50-64	30.1%	183		33.0%	38				
	65+	24.1%	147		20.0%	23				
	Not coded	0.0%	0		0.0%	0				
I. Broad Ethnic Groupings	East and South Asian	27.5%	167		14.8%	17				
	European	45.0%	274		59.1%	68				
	Hispanic and Portuguese	12.0%	73		10.4%	12				
	Likely African-American	0.4%	3		1.7%	2				
	Other	5.9%	36		5.2%	6				
	Unknown	9.2%	56		8.7%	10				
J. Marital Status	Single or Unknown	51.6%	314		56.5%	65				
	Married	36.4%	221		35.7%	41				
	Non-Traditional	12.0%	73		7.8%	9				
K. Homeownership Status	Owner	54.5%	332		51.3%	59				
	Renter	21.4%	130		18.3%	21				
	Unknown	24.1%	147		30.4%	35				
L. Presence of Children	Not Likely to have a child	30.5%	186		20.0%	23				
	Modeled Not as Likely to have a child	11.7%	71		11.3%	13				
	Modeled Likely to have a child	10.1%	62		13.0%	15				
	Known to have a child	29.2%	178		28.7%	33				
	Unknown	18.4%	112		27.0%	31				
M. Estimated Income Range	\$1,000-\$14,999	0.3%	2		0.0%	0				
	\$15,000-\$24,999	0.6%	3		0.0%	0				
	\$25,000-\$34,999	0.9%	5		0.0%	0				
	\$35,000-\$49,999	1.2%	7		0.0%	0				
	\$50,000-\$74,999	2.3%	14		4.3%	5				
	\$75,000-\$99,999	3.3%	20		6.1%	7				
	\$100,000-\$124,999	3.6%	22		8.7%	10				
	\$125,000-\$149,999	11.9%	72		15.7%	18				
	\$150,000-\$174,999	17.5%	106		13.9%	16				
	\$175,000-\$199,999	13.0%	79		11.3%	13				
	\$200,000-\$249,999	25.0%	152		24.3%	28				
	\$250,000 and up	20.1%	122		12.2%	14				
	Unknown	0.5%	3		3.5%	4				
N. Estimated Home Value Range	\$0K to \$19K	0.0%	0		0.0%	0				
	\$20K to \$49K	0.0%	0		0.0%	0				
	\$50K to \$99K	0.0%	0		0.0%	0				
	\$100K to \$149K	0.0%	0		0.0%	0				
	\$150K to \$174K	0.0%	0		0.0%	0				
	\$175K to \$199K	0.0%	0		0.0%	0				
	\$200K to \$249K	0.1%	1		0.0%	0				
	\$250K to \$299K	0.1%	0		0.0%	0				
	\$300K to \$399K	1.0%	6		1.7%	2				
	\$400K to \$499K	0.6%	4		2.6%	3				
	\$500K to \$749K	8.2%	50		15.7%	18				
	\$750K to \$999K	20.6%	125		18.3%	21				
	\$1000K to 1M and over	69.1%	420		59.1%	68				
	Unknown	0.4%	2		2.6%	3				

		Residents			Visitors			Businesses		
		Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
O. Social Economic Ladder	2	2.3%	14		1.7%	2				
	3	0.2%	1		0.9%	1				
	4	6.8%	42		5.2%	6				
	5	1.7%	10		2.6%	3				
	6	4.3%	26		6.1%	7				
	7	11.2%	68		7.9%	9				
	8	30.7%	187		33.9%	39				
	9	15.7%	95		19.1%	22				
	10	26.9%	164		20.0%	23				
	Unknown	0.3%	2		2.6%	3				
P. City Council District	1	19.4%	118							
	2	25.7%	156							
	3	26.5%	161							
	4	28.4%	173							
Q. Zip Code	94566	59.4%	362		0.0%	0				
	94588	40.6%	247		0.0%	0				
	Unknown	0.0%	0		100.0%	115				
R. Party	American Independent	2.5%	15		2.6%	3				
	Democratic	46.3%	282		41.7%	48				
	Green	0.5%	3		0.9%	1				
	Libertarian	1.5%	9		2.6%	3				
	Natural Law	0.0%	0		0.0%	0				
	Non-Partisan	27.1%	165		31.3%	36				
	Other	0.5%	3		0.9%	1				
	Peace and Freedom	0.0%	0		0.0%	0				
	Reform	0.0%	0		0.0%	0				
	Republican	21.5%	131		20.0%	23				
S. Household Party Type	Unknown	0.0%	0		0.0%	0				
	No data	0.0%	0		0.0%	0				
	Dem	29.7%	181		30.4%	35				
	Dem&Ind	21.0%	128		16.5%	19				
	Dem&Rep	7.4%	45		6.1%	7				
	Dem&Rep&Ind	4.8%	28		1.7%	2				
	Ind	16.1%	98		23.5%	27				
	Rep	11.7%	71		13.9%	16				
	Rep&Ind	9.5%	58		7.8%	9				
	No data	0.0%	0		0.0%	0				
T. Household Gender Composition	Mixed Gender Household	69.3%	422		56.5%	65				
	Female Only Household	13.3%	81		12.2%	14				
	Male Only Household	13.6%	83		25.2%	29				
	Cannot Determine	3.8%	23		6.1%	7				
	No data	0.0%	0		0.0%	0				
U. Registration Date	2021-2023	35.1%	213		40.9%	47				
	2017-2020	42.5%	259		45.2%	52				
	2013-2016	4.3%	26		3.5%	4				
	2009-2012	5.9%	36		2.6%	3				
	2005-2008	3.4%	21		0.0%	0				
	2001-2004	2.6%	16		3.5%	4				
	1997-2000	2.4%	15		0.9%	1				
	1993-1996	1.5%	9		0.9%	1				
	1981-1992	1.6%	10		2.6%	3				
	1980 or before	0.6%	4		0.0%	0				
	Not coded	0.0%	0		0.0%	0				

	Residents			Visitors			Businesses		
	Col N %	Count	Mean	Col N %	Count	Mean	Col N %	Count	Mean
V. Voting Frequency	0	40		4.3%	5				
	1	55		13.0%	15				
	2	37		11.3%	13				
	3	56		11.3%	13				
	4	69		8.7%	10				
	5	49		12.2%	14				
	6	77		13.9%	16				
	7	73		11.3%	13				
W. Voting History	8	152		13.9%	16				
	see detailed cross-tabs								
X. Household Voter Count	1	131		33.9%	39				
	2	260		40.9%	47				
	3	136		16.5%	19				
	4	68		6.1%	7				
	5	14		2.6%	3				
	No data	0		0.0%	0				